CBS SPORTS 1990: THE NIGHTMARE SEASON

1. INTRODUCTION

1990 was a year that CBS was counting on its sports department playing a significant role in its television picture. Entering the 1990s, CBS - which had finished first in prime-time television consistently from the mid-1950s until being surpassed by ABC in 1976 - had fallen to 3rd place behind NBC (which, aided by shows such as "The Cosby Show"; "The Golden Girls" and "Cheers", had rocketed to #1 by 1986) and ABC (which had emerged from its early 1980s decline and was regaining strength by the late 1980s) while most of the "Tiffany Network" programming (with shows such as an aging "Dallas" and "Knots Landing" along with series including "Murder, She Wrote", "Jake and the Fatman", "Designing Women" and "Murphy Brown") skewed toward older demographics vs. the more desired 18-49 age range. Additionally; CBS' traditionally top-ranked news department - which had made internationally-known names of the likes of Edward R. Murrow and Walter Cronkite - was undergoing turbulence in the aftermath of Cronkite's 1981 retirement and the ascent of Dan Rather; with the CBS Evening News' ratings fluctuating wildly, CBS' historically moribund morning program going through a myriad of format and personnel changes and the only consistent success in the news department being the news-magazine "60 Minutes".

Finally, CBS corporate was undergoing its own turmoil; having gone deep in debt following its having to fight off a 1985 hostile takeover attempt by Ted Turner[iii] that led to CBS selling St. Louis owned-and-operated station KMOX-TV 4 (sold to Viacom and renamed KMOV)[iii] for a total of $122.5 million[iv] and a sizable number of news producers and correspondents (among the most notable being Morton Dean {a longtime weekend anchor of the CBS Evening News who first gained prominence covering the space program and for a 1971 assignment where he reported a 7-minute segment on the medivac mission on fire in Vietnam; Dean would eventually become an anchor of the Tribune-produced Independent Network News before later joining ABC News}[v] and Ike Pappas {a longtime CBS correspondent best known for – when he worked for WNEW-AM 1130 in New York – being one of the reporters covering the scheduled transfer of Lee Harvey Oswald from the Dallas City Jail to the County Jail on November 24, 1963 only for Oswald, charged two days earlier with the assassination of President John F. Kennedy as well as the killing of Dallas police officer J.D. Tippit to himself be gunned down by local strip club owner Jack Ruby; Pappas would start his own media company} being let go along with chief legal correspondent Fred Graham {who spent two years anchoring at Nashville ABC affiliate WKRN-TV 2 before becoming chief anchor for the original version of Court TV}; New York correspondents Steve

Young and Bill Redeker, Atlanta correspondent Jim McManus, Boston correspondent Ned Potter[vi] and Washington correspondent Ed Rabel {who balked at an attempt to reassign him to Dallas and when given what amounted to a “take this assignment or else” ultimatum eventually left for NBC)[vii]; the 1988 sale of the CBS Records Group (including Columbia Records) to Sony[viii] (which would rename the parent group as Sony Music Entertainment by 1991) as well as fighting off takeover attempts by former 20th Century Fox owner Marvin Davis (who had backed out of a planned deal with Rupert Murdoch involving Murdoch's acquisition of most of the Metromedia stations to form the base of what became FOX)[ix] and stock arbitrageur Ivan Boesky (who sold his shares around the time of the Turner takeover attempt and who would the following year plead guilty to charges related to insider trading)[x]; with Loew's Inc. chairman Laurence Tisch acquiring roughly a quarter of its shares (eventually becoming chief operating officer while CBS founder William S. Paley was brought out of retirement as chairman)[xi].

As the 1980s neared an end; CBS had the following sports properties. Headlining them all, of course, was the National Football League, which CBS had carried in some form since 1956[xii]. In addition to the NFL; CBS by this time also had the rights to - either as separate events or as part of its CBS Sports Saturday/Sunday[xiii] (since renamed to its original CBS Sports Spectacular name) the PGA Tour, including the Pebble Beach pro-am and the golf tours' most prestigious event: The Masters[xiv]; NCAA college football (as part of the College Football Association formed in 1984 after more restrictive television coverage policies by the NCAA were struck down by the Supreme Court; primarily focused on the Big Ten, Pac-10 and ACC conferences along with then-independent powerhouse Miami Hurricanes along with the Sun Bowl; the Army-Navy Game and Cotton Bowl Classic)[xv]; NCAA college basketball (including the NCAA Tournament and the Division I Women's Basketball Championship)[xvi]; occasional boxing matches in a partnership with premium cable network Showtime; tennis as part of the United States Tennis Association (highlighted by the U.S. Open match)[xvii]; NBA basketball[xviii]; NASCAR (including the June race at Michigan International Speedway, the 2nd race at Talladega and most notably the Daytona 500)[xix]; the College World Series Championship Game (from 1988-90)[xx] and Tour de France[xxi]. By the end of 1988; CBS - set to lose NBA rights after the 1989-90 season when the NBA signed a 4-year, $600 million deal with NBC[xxiixxiii] - had added Championship Auto Racing Teams, or CART, racing along with Major League Baseball coverage (for the first time since 1965) as part of an exclusive, 4-year; $1.1 billion over-the-air deal[xxiv] (concurrent with a separate deal that saw MLB's first major cable partner join in 1990 with ESPN) that ended MLB's partnerships with both ABC (which began carrying MLB games in 1976) and NBC (which had been carrying baseball almost from the start of the television era in 1947). Additionally; CBS had obtained the rights to the 1992 (Albertville) and 1994

(Lillehammer) Winter Olympics - partnering with the recently-launched TNT network founded by the aforementioned Ted Turner. With such a loaded slate of sporting events, by 1989 CBS began promoting their 1990 slate of sports as the "Dream Season", as seen in this promo[xxv].

However, what was expected to be a "Dream Season" would prove a nightmare plagued with a large number of lopsided events on the playing field and off-air turbulence, particularly with the NFL and MLB coverage.

2. CALENDAR OF EVENTS

CBS' Dream Season schedule began technically on New Year's Eve with the NFC wild-card game (which saw the Los Angeles Rams defeat the Philadelphia Eagles 21-7) and then NFC Divisional Playoffs on January 6-7; the NFC Championship Game on January 14 and finally Super Bowl XXIV in New Orleans on January 28. February kicked off with the AT&T National Pebble Beach Pro-Am on the weekend on February 3-4; followed by CBS' final NBA All-Star Game on February 11 and - following CBS airing taped coverage of the Twin 125's qualifying race at Daytona on February 17 (two days after the actual event) - CBS carrying NASCAR's biggest race: the Daytona 500. March, of course, brought March Madness; as CBS would carry select First Round games of the NCAA Men's Division I college basketball tournament (the other games airing on ESPN; their last year doing so) before taking over exclusively from the 2nd round to the final game in Denver on April 2. Also in April would be the most prestigious event in golf, the Masters Tournament during April 5-8 and the premiere of CBS Major League Baseball coverage (starting with an April 14 doubleheader). April 26 marked the start of the NBA Playoffs that would run until mid-June with the NBA Finals, after which CBS would bid farewell to the NBA after 17 years. June 9 would see CBS cover the championship game of the College World Series. June 24 would see just the second of only 3 NASCAR races to air on CBS with the Miller Genuine Draft 400 at Michigan International Raceway. July's main events were on July 10 with the MLB All-Star Game and July 29 with the DieHard 500 race at Talladega. September brought the return of both college and professional football along with the U.S. Open tennis championships, followed in October by the League Championship Series and the World Series and on December 8; the last major sporting event of the year in the Army-Navy Game.

3. JANUARY-MARCH 1990

We begin with the NFL playoffs to close out the 1989 season. The games not involving the San Francisco 49ers were relatively closely fought, with the Los Angeles Rams defeating the Philadelphia Eagles 21-7 in the NFC wild-card game on New Year's Eve 1989 off the strength of 124 yards on the ground by running back Greg Bell – who had been crudely dismissed as a threat in a press conference a few days earlier by Eagles head coach Buddy Ryan – including a 54-yard run in the 4th quarter to Philadelphia's 10-yard line before Bell ran 7 yards for the clinching touchdown; followed by the Rams' NFC Divisional win over the NFC East champion New York Giants 19-13 (making their first playoff appearance since winning Super Bowl XXI three seasons earlier) in overtime off a game-winning touchdown pass from Jim Everett, the Rams quarterback who threw for a league-leading 29 touchdown passes, finding Willie "Flipper" Anderson for a 30-yard touchdown on a drive set up by a pass interference penalty on Giants defensive back Sheldon White[xxvi].

Meanwhile, CBS' lone major college football bowl game: the Mobil Cotton Bowl Classic, was held on New Year's Day, followed by the Mobil Cotton Bowl Classic in Dallas on New Year's Day (which saw the Southeastern Conference champion Tennessee Volunteers hold off a late rally by Southwestern Conference champion Arkansas Razorbacks to win 31-27)[xxvii].

The games involving the 49ers, on the other hand, saw the competitive phase of each of their games ending very early. San Francisco entered as the defending Super Bowl champions, with the decision of head coach Bill Walsh to retire after Super Bowl XXIII not hampering the 49ers in the slightest (under successor George Seifert – who had been promoted from defensive coordinator – the 49ers managed to finish with the NFL's best record at 14-2; the league's top-

ranked offense (6268 yards from scrimmage, 442 points) with Mike Holmgren being promoted from quarterbacks coach to offensive coordinator {as Walsh's experience was on offensive, he handled the offensive play-calling himself during his time with the 49ers} and 3rd-ranked defense and quarterback Joe Montana making a strong case for being considered among the best quarterbacks not just of his era but of NFL history - winning NFL MVP and Offensive Player of the Year honors by completing 70.2% of his passes (just shy of the then-record 70.6% completion percentage held by former Cincinnati Bengals quarterback Ken Anderson in 1982) with 3512 passing yards and 26 touchdowns vs. 8 interceptions, good for a passer rating of 112.4, at that time a new NFL record. With a collection of legendary players that included 5 future Hall-of-Famers (in addition to Montana, other members of this 49er team enshrined in Canton would include star receiver Jerry Rice; linebacker Charles Haley; hard-hitting safety Ronnie Lott and even Montana's backup, Steve Young); the 49ers entered the post-season looking to become the first team since the Pittsburgh Steelers a decade earlier to win back-to-back Super Bowls.

San Francisco ended up blowing out each of their post-season opponents - first by ousting the NFC Central champion Minnesota Vikings on January 6 (the third consecutive time the 49ers and Vikings faced each other in the playoffs) by a score of 41-13 (including 27 unanswered points) against a Viking defense that was the league's best with a team-record 71 sacks (with future Hall-of-Fame Vikings defensive end Chris Doleman leading the league with a team-record 21 sacks – just shy of Mark Gastineau's then-NFL record of 22 set five years earlier – while defensive tackle Keith Millard had a career season; winning NFL Defensive Player of the Year honors on the strength of 18 sacks, a record for a defensive tackle that stood until being surpassed by Los Angeles Rams defensive tackle Aaron Donald's 20.5 sacks in 2018)[xxviii].

The NFC Championship Game on January 14 saw the 49ers shear the division rival Rams by a score of 30-3, scoring 30 unanswered points while limiting the explosive Los Angeles offense to 156 yards, intercepting Jim Everett 3 times and providing the most notable - and embarrassing - moment of Everett's career when Everett; following numerous hits by the 49ers, went down to the muddy Candlestick Park field without being touched in what became known as the "phantom sack"[xxix].

Which brings us to our first major event: Super Bowl XXIV on January 28. With the 49ers taking on the Denver Broncos at the Louisiana Superdome; maybe this game will be at least as exciting as the previous...oh, it became a slaughter as the 49ers destroyed Denver 55-10; still the biggest blowout in Super Bowl history[xxxxxxixxxiixxxiii]. Joe Montana would end up with his then-record 3rd Super Bowl

MVP award for throwing for a then-Super Bowl record 5 touchdown passes (in all; during this post-season Montana threw for 11 touchdowns without an interception) - with 3 of the scores going to Jerry Rice, tying a single-game Super Bowl record set by teammate Roger Craig five years earlier. In part because of the lopsided nature of the game, CBS - while finishing with $30 million in ad revenue - finished with a 39.0 Nielsen rating; the worst rating for a Super Bowl since NBC finished with a 36.0 Nielsen rating for Super Bowl III on January 12, 1969. In terms of individual stations, the weakest showings among 23 metered markets were in St. Louis (where affiliate and former O&O KMOV-TV 4 finished with a 32.2 rating and 51 share) and Miami (where CBS' owned-and-operated station of just over a year, WCIX-TV 6 {now WFOR and on channel 4} mustered a 30.7/49). Spenser Koch, the general sales manager of then-CBS affiliate WJBK-TV 2 in Detroit, was quoted following the Super Bowl that “It's an event, not ratings. You're not selling a spot in a show, but packaging an event...to a whole new universe of people. It also helps us in the weak prime-time situation we're experiencing.”[xxxiv]

Backtracking a bit before we leave January 1990; let's take a look at the basketball scene. On January 6 CBS aired a college game featuring the Temple Owls and #18 N.C. State Wolfpack as their lead-in to the Vikings-49ers Divisional playoff game with Tim Brant and Len Elmore calling the game (played at Atlantic City instead of the Owls' home venue at McGonigle Hall in Philadelphia). The Wolfpack – in their final season with Jim Valvano as head coach before resigning under pressure that April after going on probation for 2 years and being barred from the 1990 NCAA tournament after an investigation in 1989 into rules violations centered on center Chris Washburn (who by 1990 had been banned by the NBA for life following three failed drug tests) managing only a 470 – just 70 above the starting score of 400 – out of 1600 on his SAT test and subsequently disclosing players had sold shoes and game tickets (while Jimmy V had been cleared of any wrongdoing and the Poole Commission report concluded no major NCAA violations were committed, Valvano and his staff were criticized for inadequate oversight of his players' academic progress; with Valvano having already been forced to step down as N.C. State's athletic director) – edged out the Owls 74-71. The next day, following the Rams-Giants Divisional playoff game, James Brown and Billy Packer traveled to Louisville, KY as the #8 Louisville Cardinals hosted the #15 UCLA Bruins, with the Bruins losing to the home Cardinals by a 97-80 margin. January 13 marked CBS' first college double-header of the season. Verne Lundquist (whose 1989 season NFL duties had ended in San Francisco a week earlier) and Bill Raftery travel to the Rosemont Horizon in Rosemont, IL just outside Chicago as the DePaul Blue Demons hosted the #2 Georgetown Hoyas in the early game, as the unbeaten Hoyas – aided by a 26 point, 14 rebound effort by sophomore forward/center and future Naismith Basketball Hall-of-Famer Alonzo Mourning – improved to 13-0 with a 74-64 victory.

That day's late game (called by JB and Billy Packer) saw the #10 Duke Blue Devils host the Maryland Terrapins. The crowd at Durham's Cameron Indoor Stadium left happy as the Blue Devils – led by Christian Laettner's 27 points – won their 9th straight game by a 91-80 margin[xxxv].

January 20 marked a triple-header in college hoops. The earliest game (at Noon Eastern time) saw the Pittsburgh Panthers welcome the Seton Hall Pirates with Tim Brant and Len Elmore in Pittsburgh. In a Big East battle, Seton Hall – who advanced to the national championship game before losing to Michigan the previous season – dropped their 4th straight game after a 7-3 start by a 65-63 score. The 2:00 game saw Verne Lundquist and Bill Raftery in Tucson to call the #23 Arizona Wildcats host the #3 Oklahoma Sooners; with the Wildcats upsetting a Sooner team that had started 12-0 before losing their first game to Kansas State that Wednesday by a 78-74 margin. Finally, with an off week between the NFC Championship Game and Super Bowl XXIV; Brent Musburger made his college hoops debut of the season where the #13 LSU Tigers (who instead of playing on campus at Baton Rouge were – rather conveniently for Musburger – playing at New Orleans' Superdome – site of Super Bowl XXIV the following week) hosted the Notre Dame Fighting Irish. With a roster including 1st team All-American and SEC Player of the Year point guard Chris Jackson (later known as Mahmoud Abdul-Rauf) and centers Stanley Roberts and freshman Shaquille O'Neal; the Tigers easily routed the unlucky Fighting Irish by an 87-64 margin[xxxvi].

January 27 began with regional coverage for the early game (with viewers getting either a game between the Pittsburgh Panthers hosting the #19 Arizona Wildcats {with Len Elmore joined by Brad Nessler on the call} in a game won by the Panthers in a 100-92 shootout or the now #16 LSU Tigers {back in Baton Rouge at the Maravich Assembly Center} hosting the Florida Gators {with Jim Nantz and Bill Raftery calling the game} as the Tigers snapped a 2-game skid with a 70-52 win) before the nationally broadcast late game pitted the #3 Georgetown Hoyas welcome the #11 Syracuse Orangemen to Washington, with James Brown (who in addition to his CBS duties was also a sportscaster for Washington, D.C. CBS affiliate WUSA-TV 9) and Billy Packer calling the game, which saw the Orangemen – led by Big East Player of the Year and eventual 1990 #1 NBA overall draft pick Derrick Coleman – hand the Hoyas their 2nd loss in the last 3 games by a 95-76 margin.

Meanwhile, CBS had just 3 NBA games for January. First came a January 21 NBA double-header – the only regular-season double-header for CBS' farewell season with the NBA; with the early game pitting the defending NBA champion Detroit Pistons against the Los Angeles Lakers in a rematch of the two previous NBA Finals. With Laker forward James Worthy finishing with a game-high 31 points

and 8 rebounds while Magic Johnson added 21 points and 16 assists (Detroit was led by a surprising player in center James Edwards' 26 points), the Lakers won 107-97 in a typical “Bad Boys” era game that saw Pistons forward Mark Aguirre carried off on a stretcher[xxxvii]; star point guard Isiah Thomas ejected[xxxviii] and an altercation between Pistons center-forward Bill Laimbeer, Worthy and fellow Laker forward A.C. Green. Meanwhile, New York's Madison Square Garden saw the New York Knicks welcome the Chicago Bulls (and CBS' Greg Gumbel and Quinn Buckner) to the Big Apple; only for the Bulls – led by Michael Jordan's 42 points and 10 boards – to win a 117-109 game[xxxix]. Finally before moving, CBS carried a meeting between the Boston Celtics and Phoenix Suns on January 28 as their lead-in to Super Bowl XXIV coverage. A superb 40 point afternoon by Suns forward Tom Chambers wasn't enough to assure victory in the Boston Garden; as the Celtics – led by Larry Bird's 22 points and also aided by Kevin McHale adding 21 points off the bench – would win 126-118 (needless to say, the competitiveness of this game was not an accurate preview of what was to come later that day).

Turning the calendar to February; the AT&T Pebble Beach National Pro-Am on February 4 would conclude with Mark O'Meara - who won his first Pebble Beach title in 1989 - make like the 49ers a week earlier in defending his title, finishing -7 under par with a 2 stroke margin of victory over runner-up Kenny Perry. One interesting thing to point out is that this would mark the final time that the Cypress Point Club was used as part of the Pro-Am due to their refusal to allow for black members in violation of the PGA Tour's anti-discrimination guidelines[xl] (that policy was eventually changed by 2013; when former Secretary of State under George W. Bush {and current Denver Broncos part-owner} Condoleeza Rice {at the time of these events a member of the National Security Council under George H.W. Bush}). Earlier that day, the Utah Jazz traveled to Auburn Hills for a showdown with the defending champion Pistons. The Jazz ended up playing a series of sour notes as the defending champs, led by a game-high 21 points by James Edwards, won in a 115-83 rout.

The following week would see the Eyeball travel to Miami for the NBA All-Star Game at the Miami Arena on February 11. In a day overshadowed in the sports world by James “Buster” Douglas' upset victory over Mike Tyson[xli] and outside of the sports world by the release of Nelson Mandela from a South African prison after 26 years in custody, the Eastern Conference won this one by a relatively comfortable 130-113 margin; though Los Angeles Lakers point guard Magic Johnson won MVP honors in a losing effort with a game-high 22 points; while Houston Rockets center Hakeem Olajuwon finished with a game-high 16 rebounds. For the Eastern Conference; Detroit Pistons point guard Isiah Thomas tallied a game-high 9 assists (Utah Jazz counterpart John Stockton led the West with 6 assists), while for the East Chicago Bulls shooting guard Michael Jordan and

Philadelphia 76ers power forward Charles Barkley finished with a team-high 17 points each while New York Knicks center Patrick Ewing added 10 boards (in the lead-up to the game Utah Jazz power forward Karl Malone threatened a boycott of the game after being edged out of a starting spot by Los Angeles Lakers forward A.C. Green. Malone apparently backed down, only to miss the All-Star Game anyway due to an ankle injury)[xlii]. Incidentally, Eastern Conference head coach Chuck Daly would – two years later – coach the first Olympic men's basketball team after professionals were allowed to play; with 11 players in this game becoming part of what would become “The Dream Team”.

Also, during that time period; the 1990 U.S. Figure Skating Championships were held at the Salt Palace in Salt Lake City; with Todd Eldredge winning the men's singles, Jill Trenary winning the ladies' singles; Kristi Yamaguchi and Rudy Galindo winning the pairs' title and Susan Wynne and Joseph Druar winning the ice dancing title.

February's final major events stayed in the Sunshine State with the Busch Clash (an exhibition event held prior to the Daytona 500 that at the time gave automatic entries to drivers who won pole positions during the previous seasons while holding 2 rounds of qualifying {and one driver based on his second round performance automatically got in}); the Gatorade Twin 125's qualifying races and the Daytona 500. The Busch Clash (held on February 11) saw Ken Schrader hold off Greg Sacks (driving a #46 City Chevrolet car supplied by Hendrick Motorsports as a “movie car” for the 1990 Tom Cruise movie “Days of Thunder” - that car being driven in-universe by Cruise's Cole Trickle character – one of several “movie cars” appearing during the latter part of the 1989 and early part of the 1990 NASCAR Winston Cup seasons[xliii]. This was the only race during Speedweeks where cars used for “Days of Thunder” actually had their results count, as for the Twin 125's Sacks – again driving the #46 Hendrick car; this time with sponsorship by Exxon's Superflo brand of motor oil that Cole Trickle drove in the movie at a later stage - and Rick Mast, driving the #51 Exxon Chevy driven in-universe by Cole's chief rival, Michael Rooker's Rowdy Burns character – and the Daytona 500 itself with the #51 with Mello Yello sponsorship and driven by Bobby Hamilton {in-universe by Trickle late in the film; Hamilton had made his Winston Cup debut in Phoenix late in the previous season driving a “movie car” that he qualified 5th and led 5 laps before blowing an engine}[xliv] and the #18 Hardee's Chevrolet driven by Tommy Ellis {in-universe, the car was driven by Cary Elwes' Russ Wheeler character} entered only for filming purposes, with each of those races seeing the “movie cars” not scored and withdrawing early on).

The Twin 125's (airing on February 17 on tape-delay after taking place 2 days earlier) saw the Twin 125's races won by Geoff Bodine and Dale Earnhardt;

with the Intimidator starting 2nd (outside pole) (originally Ken Schrader had won the pole by taking the fastest qualifying time during the Twin 125 qualifiers only to crash during the first Twin 125 race; resulting in NASCAR rules forcing him to the back due to Schrader being forced to use a backup car) for the Daytona 500[xlv].

In what was perhaps the first major event CBS had to actually live up to the "Dream Season" hype, this proved a relatively clean race as restrictor-plate races at Daytona and Talladega went (only 3 cautions and only one crash on Lap 43 collecting Phil Parsons {driving the #4 Kodak-sponsored Oldsmobile Cutlass for Morgan-McClure Motorsports}, Mike Alexander {driving the #12 Raybestos Brakes Buick Regal for Bobby Allison's team - Alexander having replaced Allison in the #12 when it was owned by Stavola Brothers Racing after Allison's career ended in a violent crash at Pocono two years earlier}, rookie Rob Moroso {who was driving the #20 Crown Petroleum-sponsored Oldsmobile Cutlass for his father Dick. Moroso – who would not live to see the end of the season due to being killed along with a nursing assistant in another vehicle named Tammy Williams on September 30 while driving under the influence at high speed, having just turned 22 just 4 days earlier and just hours after the end of the Tyson Holly Farms 400 race in North Wilkesboro; with Moroso becoming a posthumous winner of NASCAR's Rookie of the Year award – said he touched the left rear of Parsons' Kodak car after Parsons came down while Parsons was trying to pass A.J. Foyt's own #14 Copenhagen-sponsored Oldsmobile Cutlass [Foyt – winner of a record 4 Indianapolis 500's and the 1972 Daytona 500 – would later drop out just past the halfway point due to, according to his remarks when interviewed by CBS pit reporter David Hobbs, being intoxicated by fumes produced by his new racing helmet] and Alan Kulwicki {driving his own #7 Zerex-sponsored Ford Thunderbird - Kulwicki would be the lowest-finishing car still running, finishing 35th}), Earnhardt would lead 155 of the 200 laps and looked like he was on his way to winning the Daytona 500 for the first time; only for disaster to strike when Earnhardt's #3 GM Goodwrench-sponsored Chevrolet Lumina to run across a piece of bell housing from the blown engine of the #75 Dinner Bell Foods/Food Lion-sponsored Oldsmobile of Rick Wilson, resulting in Earnhardt cutting a tire while Derrike Cope, driving the Purolator-sponsored Chevy for Bob Whitcomb Racing, took the checkered flag in one of NASCAR's biggest upsets[xlvi].

Ironically for Cope, a native of Spanaway, Washington (just outside of Seattle), no one in his hometown or the Seattle area got to see the race live; as Seattle's CBS affiliate; KIRO-TV 7, carried a locally-produced NBA game between the Seattle SuperSonics and Charlotte Hornets in Charlotte while the race was aired on tape-delay at 3:00 p.m. Pacific Time (for those curious, the Sonics won 85-70). CBS also carried a game between the Boston Celtics and Los Angeles Lakers after the Daytona 500; with the Lakers – aided by Magic Johnson scoring

30 points and adding 13 assists – winning 116-110. Finally, on February 25; the Pistons traveled to Madison Square Garden to take on the New York Knicks. As was the case with the Suns-Celtics game a month earlier; Knicks center Patrick Ewing provided a game-high 37 points and 13 boards (1 fewer rebound than teammate Charles Oakley) in a losing effort, as the Pistons – led by 31 points by Joe Dumars – won 98-87.

CBS would carry only 2 NBA games in March before turning the basketball focus to the college ranks. On March 4; the Chicago Bulls traveled to Boston to face the Celtics. In a showdown between Boston's Larry Bird (a game-high 38 points, 11 rebounds {3rd to Robert Parish's 18 and Kevin McHale's 12} and 9 assists {2nd to 11 assists by Dennis Johnson}) and Chicago's Michael Jordan (36 points, 11 assists – tied with Johnson for most in the game); the Bulls won their 8th straight game by a 118-114 margin[xlvii]. The following week – CBS' last NBA game until April Fools' Day – brought the Lakers' Showtime to Atlanta to face the Hawks. Despite Atlanta being paced by center Moses Malone's 24 points and 22 more from the “Human Highlight Film” Dominique Wilkins, Atlanta was unable to overcome the Lakers' explosive offense; as Los Angeles – led by a 32 point, 14 assist outing by Magic Johnson and 30 points from James Worthy – swept to a 123-115 victory[xlviii].

March Madness was the central event of the month of March. With 64 teams, most of the first round being covered in the last year of a partnership between NCAA Productions and ESPN as well as the "Sweet 16" regional semifinals being aired on a regional basis; our focus on this event will begin with the "Elite Eight" regional finals since those were aired nationally. The Eastern regional would be a thrilling battle in East Rutherford, NJ's Brendan Byrne Arena (home of the New Jersey Nets) that ended with the #3-seeded Duke Blue Devils (led by forward Alaa Abdelnaby's 27 points and 14 rebounds) edge out the top-seeded Connecticut Huskies 79-78 in overtime off a game-winner by Christian Laettner[xlix] – two years before his more famous game-winner against Kentucky in the 1992 East Regional Final. The Midwest regional at the Reunion Arena in Dallas (home of the Dallas Mavericks) saw the #4-seed Arkansas Razorbacks hold off the #10-seed Texas Longhorns 88-85[l]. The Southeast regional was held in the Louisiana Superdome in New Orleans (site of the aforementioned Super Bowl XXIV) and saw the #4-seed Georgia Tech Yellow Jackets (led by forward Dennis Scott's 40 points) narrowly defeat the #6-seed Minnesota Golden Gophers 93-91[li]. The Oakland-Alameda Coliseum Arena (home of the Golden State Warriors) would see the one blowout of the regional finals, as the Western regional finals saw the top-seeded UNLV Runnin' Rebels (led by 33 points by guard Stacey Augmon and 18 boards by power forward Larry Johnson) trampled the #11-seed Loyola Marymount Lions 131-101 (with guard Bo Kimble scoring 42 points and taking 11

rebounds in a losing effort)[lii] despite the Lions being a source of sympathetic support following the death of Loyola Marymount star forward Hank Gathers from a heart condition during their West Coast Conference championship game against the University of Portland Pilots on March 4[liii].

The Final Four was held at McNichols Sports Arena in Denver (home of the Nuggets), with UNLV holding off Georgia Tech 90-81[liv] while Duke defeated Arkansas 97-83[lv]; but before the April 2 National Championship Game CBS would experience the first major shakeup in terms of on-air personnel. More on that next.

4. APRIL-JUNE 1990

We left off with a mention that the National Championship Game between Duke and UNLV was nearly overshadowed by a CBS personnel shakeup. That shakeup involved the man assigned to call that game alongside Billy Packer: Brent Musburger; who was abruptly fired early on the morning of April 1, causing Musburger (and many others when the news hit the wires) to assume this to be a strange April Fools prank. The apparent reasoning for the firing owed largely to a power shift in CBS management at the beginning of the year combined with Musburger being perhaps the most-overexposed sportscaster since Curt Gowdy (Brent was most famously the host of "The NFL Today" pregame show and also hosted CBS' NBA Finals coverage {and had been the lead play-by-play broadcaster for that sport from 1974-80}, was the lead announcer for CBS college basketball and - until 1989 - had been the lead voice of college football for CBS; and was scheduled to become the lead play-by-play man for CBS' newly-acquired MLB coverage) and frequent behind-the-scenes clashes; particularly with former CBS Sports (and by 1990 working for NBC) executive producer Terry O'Neil (who described him as an "anchor-monster" in his 1989 "The Game Behind the Game" book)[lvi]; CBS' lead NFL crew of Pat Summerall and John Madden (and Madden's predecessor as lead NFL analyst, Tom Brookshier)[lvii]; former "NFL Today" colleague Jimmy "The Greek" Snyder (who once got into a fight with Musburger in 1980 after an inebriated Musburger implied the Greek - who predicted winners {and scores} of select games - was connected to the Mafia {incidentally, this was why the NFL was initially hesitant to allow CBS to hire Snyder in 1976}) and especially CBS Sports president Neal Pilson and executive producer Ted Shaker while seeing a contract extension (Musburger's contract expired that summer) and was rumored to be wanting at least $10 million per year, which would not only be 5 times what Brent - already the highest-paid sportscaster on TV - was making from his 1985 contract[lviii] but would be 2nd only to CBS Evening News anchor Dan Rather as the highest-paid on-air personality on CBS altogether.

Back to the game; with Musburger's deposing suddenly hogging the headlines CBS curiously decided to let Brent call the national championship game, though there was enough fear that Musburger would try to sneak in a few parting

shots at the Tiffany Network that color commentator Billy Packer had orders to take over and call the game solo if that happened. To Brent's credit, he decided to take the high road; though as things happened the game itself was a rout, with UNLV - led by shooting guard Anderson Hunt's 29 points - trampling the Blue Devils 103-73 (strangely appropriate that a 30 point blowout marked Brent Musburger's lame-duck game for CBS). One positive for CBS was that its March Madness coverage won a Sports Emmy Award for Outstanding Live Sports Series, its 2nd such award in 3 years (the first award being in 1988) and what would be the first of a three-peat through 1992.

Finally, before we move on we'll backtrack by a day to April 1; where CBS carried the NCAA Women's College Basketball Championship Game held at Thompson-Boling Arena in Knoxville, where the PAC-10 champion and Western region top-seed Stanford Cardinal team (led by Most Outstanding Player and senior point guard Jennifer Azzi) ensured that for their opponent, the two-time national championship runner-up Auburn Tigers, the third time would not be the charm, as Stanford defeated Auburn 76-60; with Tim Brant and Mimi Griffin calling the action for CBS.

Turning to baseball, which suddenly had CBS shuffling the decks in a manner few anticipated a week earlier. On April 6 - shortly after Musburger was interviewed by Sam Donaldson on ABC's "PrimeTime Live" (where he accused Pilson and Shaker of having a "personal vendetta" and called the negotiations a "sham", accusing the two of deciding he was "...too big for my britches and uncontrollable"); CBS promoted Jack Buck, who had been listed as the #2 voice for baseball as well as working primarily as the lead voice of NFL coverage on CBS Radio, to the top slot alongside ABC expatriate Tim McCarver; while replacing Buck on the B-crew alongside Jim Kaat would be Dick Stockton, lead voice of CBS' soon-to-depart NBA coverage (though briefly rumors that Vin Scully {who had been lead voice of NBC's MLB coverage from 1983-89}, Bob Costas {#2 voice of NBC's MLB coverage from 1984-89 and Musburger's former counterpart for NBC's "NFL Live!" pregame show} or Al Michaels {lead voice of ABC's MLB coverage from 1983-89 as well as the voice of "Monday Night Football" since 1986} - all of whom had worked for CBS in the past - had been considered; particularly Michaels, who had been briefly suspended by ABC for arranging for his daughter to be hired as a network messenger and was reportedly feuding with ABC Sports president Dennis Swanson[lix]). Ultimately, not only would Michaels - whose brother David was a producer for CBS' NFL coverage - not join his brother and return to CBS (signing a contract extension with ABC running through the end of 1995), but within a month Musburger - after briefly being the subject of rumors that he would go to WGN to become the voice of the Chicago Cubs (Musburger had strong roots in the Windy City; having graduated from Northwestern University in Evanston, IL

and starting out in the Chicago area as a sportswriter for the old Chicago American newspaper and later working for CBS O&O WBBM-TV 2 and WBBM-AM 780) - would end up joining Michaels (and Donaldson) at ABC[lx]; becoming the #2 voice of ABC's college football coverage after signing a 6-year, $11 million deal[lxi][lxii] as well as calling college basketball alongside Jim Valvano after Jimmy V's departure amid a cloud of scandal from N.C. State and one of the two Saturday wild-card playoff games that were added when the NFL expanded the playoff field to 12 teams for the 1990 season.

While the Musburger vs. CBS battle was going over the airwaves, CBS moved on their next major event: The Masters Tournament, held April 5-8 and culminating with British golfer Nick Faldo having to hold off American competitor and 1976 champion Raymond Floyd in a sudden death playoff to become just the second golfer to win back-to-back Masters.

Baseball - which for 1990 had its start delayed by one week due to a brief lockout that effectively wiped out all but the tail end of spring training - was first previewed during that weekend with a special titled "Seasons of Dreams: Baseball 1990" hosted by CBS' baseball host Greg Gumbel[lxiii] before coverage began on April 14 with Jack Buck and Tim McCarver traveling to Pittsburgh to cover the Pirates hosting the Chicago Cubs; while Dick Stockton and Jim Kaat traveled to Houston to cover the Astros hosting the Los Angeles Dodgers. Incidentally; CBS didn't want to begin baseball coverage until after the end of the NBA Finals in June before being persuaded to air 2 Saturday games in April and the last two Saturdays of the season, increasing the number of regular-season airings from 12 to 16 (for comparison, NBC's "Game of the Week" coverage had 27 Saturdays of coverage for its swan song season of 1989).

Turning back to the NBA; CBS carried a single game for each of the final four weekends of the regular-season, albeit with each week there was some temporary shuffling in their broadcast crews. On April 1, Bill Raftery (whose on-air partner the previous season, Brent Musburger, was ousted from CBS that same day) replaced an ill Hubie Brown alongside Dick Stockton and sideline reporter Pat O'Brien in Inglewood as the Lakers welcomed the Jazz to the Forum. The hometown Laker faithful proceeded to win 119-103; paced by Magic Johnson's 33 points and 13 assists (2nd to Jazz point guard John Stockton's 15 assists), 25 points from point guard Byron Scott and 23 points by James Worthy. The following week Raftery joined James Brown as the Cleveland Cavaliers hosted the Pistons in a Midwest battle that ended with the Cavs – paced by John “Hot Rod” Williams' 33 points – upsetting the Pistons 100-97.

Hubie Brown would return to the booth on April 15 but for CBS' last two

regular-season NBA games he would work alongside Verne Lundquist due to Dick Stockton's baseball responsibilities (as mentioned earlier, he replaced Jack Buck as part of the crew alongside Jim Kaat as part of the set of dominoes toppled by Brent Musburger getting the boot). That day saw the Boston Celtics host the New York Knicks, with this game seeing a new star who was beginning to emerge for the Celtics in Reggie Lewis, who finished with a game-high 34 points in Boston's 101-94 victory. Finally, on April 22; the trio of Lundquist (again substituting for Stockton), Hubie Brown and Pat O'Brien made their way to the City of Brotherly Love (Verne's first trip to Philadelphia since calling the Christmas Eve NFL game between the Eagles and Phoenix Cardinals) as the Celtics faced the Atlantic Division champion Philadelphia 76ers. Boston would close out their regular-season with a convincing 118-98 win over a Sixers team minus Charles Barkley, with Kevin McHale – used for much of the season as Boston's sixth man – finishing with 22 points, 9 boards and 4 blocks.

For their final NBA playoffs, CBS began with carrying Games 2 of the Eastern quarter-finals between the New York Knicks and Boston Celtics and Indiana Pacers and defending NBA champion Detroit Pistons on April 28; followed by Game 2 of the Eastern quarter-final between the Milwaukee Bucks and Chicago Bulls[lxivlxvlxvilxviilxviiilxixlxxlxxilxxiilxxiiilxxivlxxvlxxvilxxvii] and Western quarter-final between the Houston Rockets and Los Angeles Lakers. May 5 saw CBS' next NBA broadcasts; with the 76ers eliminating the Cavs in the first round (at that time, the first round of the NBA playoffs was a best-of-5 series) 113-97 followed by the opener of the Western semi-finals between the Portland Trail Blazers and San Antonio Spurs; followed the next day by the end of the Celtics-Knicks[lxxviii] and Jazz-Suns series (both going the full 5 games at the time; the former – a 121-114 New York victory – being the last game for Celtics point guard Dennis Johnson {who retired after a 14-year Hall-of-Fame career} and head coach Jimmy Rodgers {who despite leading the Celtics to a 2nd place finish in the Atlantic Division was fired after the playoffs} as well as a game where Knicks guard Gerald Wilkins had to rush to the game after welcoming his daughter Jasmine; the latter of which saw Suns point guard Kevin Johnson hit the game {and series} winner with eight-tenths of a second remaining for a 104-102 win by Phoenix).

The weekend of May 12-13 each featured one nationally televised NBA game earlier followed by a pair of regional games (May 12 would see the New York Knicks - led by Patrick Ewing's 45 points - defeat the Detroit Pistons in Game 3 of the Eastern semi-finals 111-103 for the nationally broadcast game. Regionally, some markets saw the Phoenix Suns defeat the Los Angeles Lakers 117-103 while others saw the San Antonio Spurs tie their series against Portland two all with a 115-105 victory. May 13 saw Game 4 of the showdown between the Chicago Bulls and Philadelphia 76ers with a similar score {Bulls winning 111-101}

and the winning team's star player - in Chicago's case Michael Jordan - also scoring 45; negating Charles Barkley's near triple-double {34 points, 20 rebounds, 8 assists} followed the regional action later that day resolving itself in a 102-90 Detroit win in Game 4 of their series; while out west Magic Johnson's 43 points and 10 assists weren't enough for the Lakers, as Phoenix {aided by point guard Kevin Johnson's 30 points and 16 assists} pushed the defending Western Conference champs to the brink of elimination 114-101).

The following weekend (May 19-20) began with the Saturday game pitting the Spurs and Blazers in the 7th and deciding game of their series, with San Antonio (led by power forward Terry Cummings and star rookie center David Robinson) pushed Portland to the brink before the Trail Blazers clinched the series 108-105 in overtime; followed the next day by the beginning of the Eastern Conference Finals pitting the defending champion Detroit Pistons against the Chicago Bulls in perhaps the most intense rivalry of the late 1980s - with the Bulls being bested by the aggressive "Bad Boys" of Detroit 86-77 in Game 1 of that series[lxxix].

The weekend of May 26-27 began with the May 26 Game 3 of the Eastern Conference Finals, with the Bulls getting their first win of the series by defeating Detroit 107-102[lxxx], followed the next day by Phoenix winning 119-107 to even the Western finals at 2 games apiece[lxxxi]. Memorial Day saw the Bulls win Game 4 of the Eastern finals 108-101 to even that series at 2-2; while the following evening (May 29) saw Portland push Phoenix to the brink of elimination 120-114. Two days later on May 31; the Trail Blazers punched their first ticket to the NBA Finals since their 1977 championship run by finishing off the Suns 112-109 in Game 6 of the Western Finals. June 1 saw the Bulls force a 7th game in the Eastern Finals with a 109-91 win, but 2 days later the Pistons ensured their third consecutive NBA Finals appearance with a convincing 93-76 victory in Game 7.

The NBA Finals began on June 5 with the Pistons - who trailed Portland 90-80 with 7 minutes left - going on a 25-9 run over the final minutes (highlighted by Isiah Thomas scoring 7 unanswered points {2 free throws, a three-pointer and an 18-foot shot}) and a game-clinching 3-pointer with 1:49 left to take a 105-99 victory in Game 1 (an interesting trivia note: the game opened with a performance of "America the Beautiful" by then-unknown singer Mariah Carey {whose self-titled debut album was released a week later by Columbia Records - which CBS, as mentioned earlier, sold to Sony two years earlier}). Game 2 two nights later saw Detroit - with 19 of center and chief "Bad Boy" Bill Laimbeer's 26 points coming in the 4th quarter and overtime (including an NBA Finals record-tying 6 3-pointers) - force overtime - the first Finals game to require overtime since Game 4 of the 1984 classic between the Lakers and Celtics - only for the

Trail Blazers to win 106-105 in overtime after Portland star Clyde Drexler was fouled by Pistons forward Dennis Rodman with 2 seconds left in overtime, with Drexler making both free throws to give Portland a 1-point lead followed by backup Pistons center James Edwards' desperation shot being blocked by rookie Portland forward Cliff Robinson; tying the series at 1-1.

Game 3 in Portland on June 10 would be remembered for the emotional roller-coaster for Pistons guard Joe Dumars. Joe's father, Joe II, had passed away just 90 minutes before tip-off from congestive heart failure after years of declining health (including diabetes severe enough to cause both of the elder Dumars' legs to be amputated in 1985). However, Joe had had it instilled in him not to let anything distract him to the point where Dumars asked his wife Debbie not to inform him of any news until after the game (Debbie would let Isiah Thomas know; with Thomas telling the rest of the team). Despite the emotional turmoil, the fact that the Pistons would be without Dennis Rodman due to his already sore ankle stiffening up and that the Pistons had not won in Portland since 1974; Detroit picked up the easiest win of the series, winning 121-106 thanks to 33 points from Dumars (who learned of his father's death after the game - Dumars would subsequently play in Game 4 but declined press interviews after the game) and 21 points from a previously struggling Vinnie Johnson. Game 4 on June 12 would mark perhaps the most controversial moment of the series. Late in the game, Dumars hit a shot to make the score 106-102 Detroit with 1:16 left in regular, with Portland later drawing within 106-105 with 35 seconds left after Blazers power forward Buck Williams missed 1 of 2 free throws. Later, a scramble under Detroit's basket resulted in Laimbeer fouling out. Drexler then sank both free throws for a 107-106 Portland lead with 31.8 seconds to go. Detroit answered with an Isiah Thomas 22-footer to put Detroit back in front 108-107 with 9 seconds left. Portland point guard Terry Porter then tried driving before Thomas got a steal and attempted a 55-foot shot. The shot went in, but the officials determined that Thomas had been fouled by backup Blazers guard Danny Young. In any event, Thomas then sank both free throws for a 110-107 lead with 8.4 seconds left. Porter was subsequently fouled by Pistons forward Mark Aguirre with 6.5 seconds left, making both free throws to draw within 110-109; only for James Edwards to find backup guard Gerald Henderson for a lay-up to increase Detroit's lead to 112-109 with 1.8 seconds left. Young then got the ball and fired a desperation 35-foot shot that went in, only for the officials - led by longtime referee Earl Strom (working his final game) to signal that the shot was too late (eventually confirmed by videotape reviews).

June 14 saw the Pistons start slow by missing 7 of their first 11 shots while Portland hung tough in an effort to force a return to Detroit in a Game 6, leading 76-68 with 10 minutes left. Then the Pistons' sixth man, Vinnie Johnson, lived up

to his nickname of "The Microwave" by scoring 9 unanswered points to give the Pistons a 77-76 lead. The Blazers then went on a 14-6 run to take a 90-83 lead with 2:05 left; only for Drexler to foul out. Detroit then ran up 9 unanswered points - 7 by Johnson including a championship-clinching 15-footer (despite heavy pressure from Blazers small forward Jerome Kersey) with seven-tenths of a second left (earning Johnson a second nickname of "007"); with a desperation shot by Terry Porter missing to give the Pistons (led by eventual Finals MVP Isiah Thomas) a 92-90 win that clinched their second consecutive NBA championship.

Thus ended a network relationship with the NBA dating back to 1973 that began with accusations of over-reliance on gimmicks; announcer turnover (along with the NBA being the first professional sports league that had to grapple with how to overcome an image of a league plagued by drug problems) and the infamous late-1970s to early-1980s period where many playoff games were shown on tape-delay (the nadir being the 1981 Finals where Games 3 and 4 of the Finals – which went 6 games – were the only games in that Finals to air live) before sowing the seeds of a growth in popularity that became increasingly fruitful for CBS and the NBA from the mid-1980s forward (and would continue into the 1990s with NBC)[lxxxii]. CBS' farewell to the Finals saw this series finish with an average rating of 12.3 and a 25 share, which was the lowest ratings performance for the NBA Finals since 1984.[lxxxiii]

On June 16, two days after their last NBA Finals ended; CBS resumed its newly-acquired baseball coverage with the Baltimore Orioles hosting the Boston Red Sox and the Los Angeles Dodgers hosting the San Diego Padres. The next day saw CBS carry their sole non-NASCAR race; as CART (Championship Auto Racing Teams; later Champ Car before a 2008 merger with the Indy Racing League formed the modern IndyCar Series) would hold their 2nd annual Valvoline Detroit Grand Prix at a temporary street circuit in the Motor City; with most of CBS' regular NASCAR crew (play-by-play man Ken Squier, analyst David Hobbs, pit reporters Chris Economacki {normally host of CBS' NASCAR coverage} and Mike Joy - not included were Ned Jarrett {reasons unclear, though the previous week Jarrett had worked the 2nd race at Sonoma for ESPN} and Dave Despain {calling the first of two consecutive Miller Genuine Draft sponsored races in the Miller Genuine Draft 500 at Pocono for the pay-per-view SET network}).

The following week saw the Cubs hosting the St. Louis Cardinals (whose longtime manager Whitey Herzog would resign 2 weeks later following a disappointing 33-47 start, with Red Schoendienst working the next 24 games as interim manager – going 13-11 – before giving way to former Atlanta Braves {and future New York Yankees} manager Joe Torre) and San Francisco Giants visiting the Houston Astros; followed by CBS covering just their 2nd of 3 NASCAR races in

the Miller Genuine Draft 400 at Michigan International Speedway on June 24 - with Dale Earnhardt besting Ernie Irvan (who replaced Phil Parsons in the #4 Kodak beginning with the March 18 Motorcraft Quality Parts 500 race in Atlanta) to take the checkered flag. June 30 saw only one baseball game aired that Saturday with CBS' first trip to Canada with the Toronto Blue Jays hosting the defending World Series champion Oakland A's. Lastly, CBS carried their 3rd broadcast of the College World Series Championship Game on June 9 (from 1988-90, CBS carried only the title game while the remainder of the tournament airing on ESPN. Starting in 1991; CBS would add a second game to the schedule, which remained the case until 2002, after which the College World Series tournament would air exclusively on ESPN) with the #4 seeded Georgia Bulldogs taking their first College World Series championship by a 4-3 margin over the #3 seeded Oklahoma State Cowboys; with Greg Gumbel (who succeeded the since-ousted Brent Musburger in this role) and Jim Kaat with the call.

5. JULY-SEPTEMBER 1990

July began for CBS with regional coverage of the San Francisco Giants hosting the Chicago Cubs (called by Jack Buck and Tim McCarver) and the New York Yankees (which prior to 1973 had been owned by CBS and who had one month earlier fired manager Bucky Dent {best known for a 3-run homer in their 1978 American League East tie-breaker game against the arch-rival Boston Red Sox at Fenway Park} just before Dent – who had been kept in 1990 only because on-again, off-again manager Billy Martin was killed in a car accident on Christmas Day before he could be brought back for his 6th stint; with Stump Merrill being brought in as interim manager) hosting the Minnesota Twins (Dick Stockton/Jim Kaat) on July 7, the last Saturday before the All-Star Game on July 10 at Wrigley Field in Chicago.

That All-Star Game would see the American League defeat the National League 2-0 (with the 2 runs by the National League being the fewest in All-Star Game history) thanks to a 7th inning hit by Texas Rangers second baseman (and All-Star Game MVP) Julio Franco sending Cleveland Indians catcher Sandy Alomar Jr. and California Angels catcher Lance Parrish home for the only runs scored. However, the All-Star Game was marred by - and overshadowed by - rain; including a period during the 7th inning where it rained for just over an hour, during which CBS found themselves the subject of some ridicule by airing a rerun of the William Shatner-hosted series “Rescue 911”.

July 14 was another regional coverage Saturday; as CBS offered either the Pittsburgh Pirates hosting the San Diego Padres (with the A-team of Buck and McCarver) or the Kansas City Royals traveling to Fenway Park to face the Boston Red Sox (that game had Greg Gumbel – who had been the pregame host – filling in for Dick Stockton alongside Jim Kaat while Stockton was absent for unknown reasons). Stockton would return on July 21 to join Jim Kaat at Wrigley Field for the game pitting the Cubs and San Francisco Giants in the B-game, while the A-team of Jack Buck and Tim McCarver went to Riverfront Stadium to see the Cincinnati Reds take on the Philadelphia Phillies. Finally for July, on the 28th viewers depending on where they lived could tune in to either the New York Mets (who had fired manager Davey Johnson following a 20-22 start, being replaced by Bud Harrelson) hosting the St. Louis Cardinals (with St. Louis-based Buck – who would call Cardinals games when he wasn't occupied with his CBS duties {much like Vin Scully had done with calling NBC games on the weekend and the Dodgers during the week} and McCarver on the call) or Dick Stockton and Jim Kaat working the

Kansas City Royals vs. Baltimore Orioles game.

Elsewhere, CBS' other major sporting event for July would be their final NASCAR race of the season: the DieHard 500 at Talladega. That race would end with Dale Earnhardt becoming the only driver to win three consecutive restrictor plate races (beginning with the Winston 500 race at Talladega, followed by the Pepsi 400 in Daytona earlier in July) - incidentally, had he not cut a tire in the final lap of the Daytona 500 the Intimidator would have won all three races aired on CBS - as well as an ending where a last lap rollover of the #57 Heinz Pontiac (driven by Jimmy Spencer for Rod Interlude's team) caused the yellow (caution) flag to be displayed along with the checkered flag (the flip was apparently not noticed by CBS, as they gave no explanation for the caution).

August was a relatively quiet month as far as major sporting events outside of baseball went as the Major League Baseball season approached the home stretch, as CBS carried two NFL preseason games between August and September 1. The one major event for August took place during the weekend of August 11-12 where the B-game on August 11 pitted the Texas Rangers (part-owned by George W. Bush; son of the then-President and who later became Governor of Texas and President in his own right) against the Chicago White Sox (who were leaving Comiskey Park after 73 years) and the New York Yankees going west to face the defending champion Oakland A's, followed by a special Sunday game on August 12 also between the Yankees and A's. CBS' other baseball games in August included an August 4 set featuring either the Giants and Dodgers or the Cardinals at Mets (Stockton and Kaat were in St. Louis this time). August 18 saw the Red Sox welcome the California Angels and what proved to be a National League Championship Series preview between the Cincinnati Reds and Pittsburgh Pirates, while the following Saturday on August 25 – which had CBS gotten their way would have been their last day airing regular-season baseball – saw a battle of the nation's two biggest markets as the Dodgers welcomed the Mets or the Red Sox went north to face the Toronto Blue Jays.

Summer gives way to fall and as August gave way to September, the major sports calendar began filling up with late-season baseball, early-season pro and college football and the U.S. Open tennis championships. The U.S. Open — which along with the Australian Open, Wimbledon and the French Open is part of tennis' "Grand Slam" — was held in New York City's USTA National Tennis Center from August 27-September 9. Ultimately, the men's singles would see a battle of Americans, as Pete Sampras - who turned 19 years old just under a month before the final - defeated Andre Agassi for his first major title. On the distaff side; Argentinian tennis player Gabriela Sabatini defeated Steffi Graf of West Germany (this being just under a month before East and West Germany reunified) for

Sabatini's sole Grand Slam title. The men's doubles title went to Pieter Aldrich and Danie Visser, both of South Africa, who bested the American duo of Paul Annacone and David Wheaton (this marked Aldrich and Visser's only U.S. Open title and the second - and in Aldrich's case, last - Grand Slam title) while the women's doubles title saw Americans Gigi Fernandez and naturalized citizen Martina Navratilova triumph over Czechoslovakia's Jana Novena and Helena Sukova (the 2nd Grand Slam title for Fernandez; the 55th Grand Slam title for Navratilova and her 15th and final U.S. Open title). Finally; the mixed doubles resolved itself with Australians Elizabeth Smylie and Todd Woodbridge defeating the Soviet Union's Natasha Zvereva and American Jim Pugh for Smylie's 2nd and last U.S. Open title (and 3rd Grand Slam title overall) and Woodbridge's first U.S. Open - and Grand Slam - title. Calling the action throughout the tournament would be Pat Summerall, Tim Ryan and Jim Nantz alongside color commentators Tony Trabert and Mary Carillo and sideline reports from Lesley Visser and John Dockery (as the U.S. Open coincided with the start of the NFL season; this meant that Summerall's NFL broadcast partner John Madden would be starting the year alongside #2 NFL play-by-play broadcaster Verne Lundquist until the U.S. Open was completed).

Speaking of NFL coverage; CBS completely revamped their "NFL Today" pregame show for 1990. In addition to the aforementioned ouster of Brent Musburger, longtime co-host Irv Cross and contributors Will McDonough and Dick Butkus were nowhere to be seen as the 1990 season began. Cross had been demoted to working on a mid-level crew alongside Tim Ryan for 1990, Butkus - the great Chicago Bears middle linebacker of the 1960s and early 1970s - voluntarily stepped aside to turn his focus to the Dick Butkus Foundation and his acting career while McDonough - whose contributions to CBS were in addition to his day job as a sportswriter for the Boston Globe - moved over to NBC[lxxxiv]. CBS then elected to shift to a 2-man hosting crew of Greg Gumbel (Greg, the elder brother of former NBC NFL pregame show host and by then "Today" co-host Bryant, had been named as host of CBS' MLB coverage earlier that year after alternating with Jim Nantz on CBS' #8 crew alongside Pat Haden in 1989) and Terry Bradshaw (promoted from the #2 crew working alongside Verne Lundquist) with frequent on-site reports by Lesley Visser (then married to Dick Stockton) and Pat O'Brien (who also occasionally served as a fill-in host on "Entertainment Tonight", where O'Brien's one-time CBS colleague John Tesh was working by then as a main co-host). The changes, despite some mixed reviews early on, appeared to pay off handsomely, with TV Guide noting in their "Cheers and Jeers" section in their December 22, 1990 edition particularly praising Bradshaw's rapport with Greg Gumbel as being "...as honest as it is entertaining".[lxxxv]

Among other changes to CBS' 1990 NFL lineup: With Terry Bradshaw

transferred to New York for the NFL Today, Verne Lundquist would be joined by Dan Fouts (promoted from the crew alongside Dick Stockton) while Stockton would work NFL games alongside NBC castoff Merlin Olsen (demoted after Super Bowl XXIII in favor of Bill Walsh); Randy Cross - displaced by Irv from his position working alongside Tim Ryan - would be teamed with James Brown while CBS brought in Brad Nessler (most recently the radio play-by-play voice of the Minnesota Vikings) and Jim Henderson (who stepped aside from his role calling New Orleans Saints games on radio; though he kept his regular job as sports director for New Orleans CBS affiliate WWL-TV 4).

September 15 saw CBS begin its college football coverage three weeks into the college gridiron season with games in the 2:00 Eastern window (between the #14 Oklahoma Sooners under 2nd year head coach Gary Gibbs taking on the #13 Pittsburgh Pirates under new head coach Paul Hackett. That game - called by Brad Nessler and Dan Jiggetts with Mike Joy; normally associated with covering NASCAR for CBS at the time, working the sidelines - would see the Sooners - ineligible for post-season play due to serving out an NCAA-instituted probation for various infractions under predecessor Barry Switzer - blow out the Panthers 52-10) followed by CBS' lead college football crew of Jim Nantz, Tim Brant (replacing Pat Haden as lead analyst) and John Dockery traveling to South Bend to cover the season-opening rivalry game between the top-ranked Notre Dame Fighting Irish and #4 Michigan Wolverines - playing their first game under head coach Gary Moeller following Bo Schembechler's retirement, a game which saw the Fighting Irish rally from a 24-14 deficit at the end of the 3rd quarter to win 28-24.

September 22 - one of the last two Saturdays that CBS was persuaded to extend their regular-season baseball coverage - would be the focus of one of the most bizarre scheduling conflicts of the year. Originally; at noon Eastern time CBS was scheduled to show either the Boston Red Sox - in a tight battle with the Toronto Blue Jays for the AL East division title - against a last-place New York Yankees team that was on its way to their worst record since 1912 with Dick Stockton and Jim Kaat working that game; while other markets would see Jack Buck and Tim McCarver call the National League East leading Pittsburgh Pirates hosting Jack Buck's hometown St. Louis Cardinals (whose games Buck still called at this point when he wasn't working for CBS) in another first vs. last divisional battle; followed by regional college football coverage of either the Georgia Bulldogs (under 2nd-year head coach Ray Goff) hosting the Alabama Crimson Tide (under new head coach Gene Stallings - who had been fired by the Phoenix Cardinals late in the 1989 season) in a game called by Brad Nessler, Dan Jiggetts and Mike Joy or the San Diego State Aztecs traveling to Utah to face the #4 BYU Cougars in the game Jim Nantz, Tim Brant and John Dockery were covering.

Things hit a snag thanks to the weather in New York where it rained...and rained...and rained long enough to force the Red Sox-Yankees game to be delayed by over 5 hours; forcing CBS to make the Cardinals-Pirates game a full national game. Additionally; due to CBS' college football responsibilities this left no way for CBS to carry the Red Sox-Yankees game by the time the weather finally improved enough to allow the game to commence (roughly 5:30 p.m.).

As for how the games resolved themselves, in baseball the Cardinals defeated the Pirates 3-2 in what marked the last defeat for Pittsburgh before a 7-game winning streak that helped them clinch the NL East. The Bulldogs edged out the Crimson Tide 17-16; dropping Alabama to 0-3 with all of their losses by a combined margin of 8 points. Meanwhile in Provo, Utah; the explosive BYU Cougars - led by a 514-yard, 3 touchdown afternoon by Cougars quarterback and eventual Heisman Trophy winner Ty Detmer - improved to 4-0 with a 62-34 rout of the Aztecs. As for the game CBS was ultimately unable to carry; the Yankees upset the Red Sox 5-2 to drop Boston in a first-place tie with Toronto.

September 29 saw CBS regular-season coverage of Major League Baseball wrap up with the San Diego Padres visit the Cincinnati Reds (with Jack Buck and Tim McCarver calling the game; a rain-shortened 3-1 upset win by the Padres, though despite the loss the Reds managed to clinch the NL West thanks to a 4-3 loss by the Los Angeles Dodgers to the San Francisco Giants) and the Boston Red Sox going north to face the Toronto Blue Jays (Dick Stockton and Jim Kaat called the 7-5 Red Sox win, part of a heartbreaking late-season skid where the Blue Jays - who led the Red Sox by 1.5 games in the AL East with a week to go - would eventually lose six of their last 8 games).

6. OCTOBER 1990: POST-SEASON BASEBALL

Entering the 1990 post-season; CBS would be the exclusive home of MLB post-season coverage (the first time in 15 years that a network held exclusive playoff baseball rights); with Dick Stockton and Jim Kaat assigned to cover the American League Championship Series between the defending World Series champion Oakland Athletics and Boston Red Sox while Jack Buck and Tim McCarver covered the National League Championship Series pitting the Pittsburgh Pirates and Cincinnati Reds. The NLCS began on October 4 at Riverfront Stadium in Cincinnati; and the Reds began the game giving the home crowd much to cheer with 2 doubles that resulted in 3 runs scored. After the Pirates got on the board in the 3rd inning; first baseman Sid Bream knocked it out of the park for a 2-run homer to tie the game. What proved to be the winning run came in the 7th when Pirates centerfielder Andy Van Slyke hit a fly out, only for Reds outfielder Eric Davis to misjudge the ball, allowing Pirates outfielder Gary Redus to get the score, though victory for Pittsburgh wasn't secured until Cincinnati pinch-runner Billy Bates (part of a desperate double-steal attempt) got thrown out in the ninth to preserve the Pirates' 4-3 Game 1 victory. The next day was the first of two mid-afternoon starts (increasingly rare for a major league post-season game. Super

Bowl XXIV that January would be the last Super Bowl to start prior to 6:00 p.m. Eastern, while the last afternoon World Series game was held in 1987. The last NBA Finals game to start in the afternoon on the East Coast would be the opener of the following year's Finals), and in a game that saw the Pirates start eventual National League Cy Young Award winner Doug Drabek on the mound, Cincinnati shortstop Barry Larkin scored the game's first run the hard way (first by getting walked, stealing 2nd base, advancing to 3rd on a single by centerfielder Herm Winningham before being brought home by a single by right fielder Paul O'Neill). In the 5th, Pirates second baseman Jose Lind - primarily a defensive weapon - hit a home run, but the bottom of the 5th saw Cincinnati retake the lead when Winningham (after stealing second) scored on a hit that narrowly missed the glove of Pirates left fielder Barry Bonds. In the 6th, Van Slyke singled, then advanced to 2nd following Pittsburgh right fielder Bobby Bonilla's single to set up Barry Bonds for what looked to be a hit that could put the Pirates back in front. Instead, Bonds popped to deep right and when Van Slyke tried to advance, O'Neill fired to Cincinnati 3rd baseman Chris Sabo, who tagged Van Slyke out for a double play; while Larkin shut the door on a potential comeback with a stop and throw on Bonds' 9th inning grounder, giving the Reds a 2-1 victory that tied the series 1-1.

Meanwhile, the American League series began in Boston on October 6 and through the first few innings appeared to be a pitching duel between the Boston Red Sox's Roger Clemens and Oakland Athletics counterpart Dave Stewart. In the bottom of the fourth, Red Sox third baseman Wade Boggs ended up hitting what turned out to be the ALCS' sole homer to put the hometown Red Sox ahead 1-0. After 6 innings, Clemens gave way to Larry Andersen pitching for the Red Sox. Andersen began by walking Oakland first baseman Mark McGwire (later forced out by the batter immediately following McGwire, shortstop Walt Weiss). Weiss moved to third after pinch-hitter Jamie Quirk singled before coming home following a sacrifice fly by left fielder Rickey Henderson. The 8th saw the other half of Oakland's "Bash Brothers", Jose Canseco, single before moving to second on a sacrifice by designated hitter Harold Baines, stole 3rd before coming home on a single by 3rd baseman Carney Lansford. Then, the dam burst in the 9th with Oakland scoring 7 runs (only the third time in MLB post-season history that a team scored 7 runs and first since 1970) off Henderson's 2-run single (and later a stolen base), base hits by catcher Terry Steinbach and 2nd baseman Willie Randolph and a sacrifice fly by Canseco before closer Dennis Eckersley finished the Red Sox off in the bottom of the ninth for the 9-1 Oakland victory[lxxxvi]. Game 2 started with Boston taking the lead in the 3rd when Red Sox shortstop Luis Rivera hit a double, moved to third on a grounder by second baseman Jody Reed before coming home on a sacrifice fly by first baseman Carlos Quintana. Oakland outfielder Willie McGee answered in the 4th with a double before a single by

Harold Baines led to McGee scoring the tying run. Red Sox manager Joe Morgan - not to be confused with the Cincinnati Reds great who was working that season for ESPN - pulled starting pitcher Dana Klecker in the 6th inning, and as in Game 1 the A's woke up after the pitching change, with infielder Mike Gallego hitting a single, moving to 2nd on a Rickey Henderson single and a force hit by Willie McGee moving Gallego to third before Baines brought him home for a 2-1 Oakland lead. The 9th inning saw Oakland add 2 more runs off an RBI double by Baines and McGwire's single scoring a run for a 4-1 victory and 2-0 series lead for Oakland.

Game 3 of the NLCS came after a two-days rest (instead of the usual one day off) due to scheduling conflicts (Games 3-5 would be played at the Pirates' home stadium, Three Rivers Stadium. The extra day off was due to the stadium's other tenant, the NFL's Pittsburgh Steelers, hosting the San Diego Chargers {the Steelers went on to a 36-14 victory over the Bolts}). Reds catcher Joe Oliver's single put the Reds on the board in the 2nd inning; followed by a home run by outfielder Billy Hatcher. The 4th saw Pittsburgh's Andy Van Slyke - after hitting a single when shortstop Jay Bell scored following Bell's double - make it home for the tying run following a double by infielder Carmelo Martinez. The 5th inning, however, saw the Reds break the game open when, following Hatcher's double and a single by Barry Larkin, second baseman Mariano Duncan hit a three-run homer for a 5-2 Cincinnati lead. The bottom of the 8th inning saw Barry Bonds single and get walked to second before a throwing error by Duncan set him up to score to close the gap to 5-3. However, an Oliver single in the 9th set up the clinching score when Billy Bates (who ran for Oliver) scored off a Duncan single to make the final score 6-3 and give the Reds a 2-1 series lead.

October 9 would see a double-header with the Oakland A's hosting the Boston Red Sox in Game 3 of the ALCS followed by Game 4 of the NLCS in Pittsburgh between the Pirates and Reds. The Red Sox (with former 1983 ALCS MVP {with the Baltimore Orioles} Mike Boddicker starting at the mound) got on the board in the 2nd inning when left fielder Mike Greenwell - who finished 2nd to Oakland's Jose Canseco in the AL MVP race two years earlier - score the game's first run when (after a walk and moving to third following a single by Dwight Evans - the team's designated hitter and last remaining link to Boston's 1975 World Series runner-up) he came home following right fielder Tom Brunansky's sacrifice fly. However in the 4th, the A's took the lead when Canseco and Baines - both on boss - pulled off a double steal when Canseco scored on a sacrifice fly by center-fielder Dave Henderson and Baines later arrived home off a Willie Randolph single. Sloppy fielding contributed to 2 additional runs by Oakland in the 6th; first with Baines reaching first base off a grounder bungled by Rivera; then (after Mark McGwire hit a fly out and a force-out by Henderson) Randolph's single

scored Baines while Terry Steinbach moved to 3rd. The Oakland catcher gambled and tried stealing home; which appeared to backfire only for Red Sox catcher Tony Pena to commit another error before closer Dennis Eckersley got his second save of the series to preserve Oakland's 4-1 victory and a 3-0 series lead[lxxxvii].

Meanwhile in Steel City; the hometown Pirates took what proved to be their only lead in the series when Pirates second baseman Wally Backman doubled before scoring off a Van Slyke grounder. Cincinnati answered in the 4th with an O'Neill solo homer; then after singles by Eric Davis and first baseman Hal Morris, Sabo hit a sacrifice fly to bring Davis home. Pittsburgh answered with a double by first baseman Sid Bream that allowed Van Slake to tie the game at 2-2 at the end of the fourth. In the 7th, Sabo broke the game open with a 2-run homer off of Pirates pitcher Bob Walk for a 4-2 Cincinnati lead. That held until a homer by Pirates shortstop Jay Bell in the bottom of the 8th cut the Reds' lead to 4-3, after which Reds manager Lou Piniella pulled starter Jose Rijo in favor of Randy Myers, one-third of Cincinnati's trio of relievers known as the "Nasty Boys" alongside Rob Dibble and Norm Charlton. Bobby Bonilla hit a ball later in the 8th that looked to be at least a double if not a possible triple, only for Eric Davis to field the ball in center-fielder and fired a one-hopper to Sabo at 3rd base, with all Sabo needed to do was tag Bonilla for the Pirates' second out. Closing out the scoring was a sacrifice fly by Cincinnati infielder Luis Quinones that scored Morris; with another of the Nasty Boys, Rob Dibble, finishing the game and getting credited for the save in Cincinnati's 5-3 victory to give the Reds a 3-1 series lead.

However; the game also had an embarrassing sidebar involving Jack Buck that related to, of all things, the National Anthem. When the game began, the Star-Spangled Banner was sung by 1950s teen idol Bobby Vinton, a native of Canonsburg, PA; 18 miles southwest of Pittsburgh. However, Vinton's performance was off-key and had many of the words flubbed, sparking a controversial remark about Vinton's Polish heritage when Buck remarked on-air "Well, when you're Polish and live in Pittsburgh, you can do anything with the words." While he didn't lose his job (unlike Jimmy the Greek following his unfortunate comments about blacks being better athletes due to being bred that way during slavery or the ouster of Alex Hawkins due to the combination of an early 1978 arrest during a traffic stop and a remark during the 1977 NFC Championship Game where Hawkins abruptly described then-Dallas Cowboys quarterback Roger Staubach {a former Navy officer, mind you} as "running like a sissy"), Buck would be told by CBS Sports executive producer Ted Shaker in the hotel lobby the day after that he was in trouble, which was an understatement; as Jack was briefly the subject of several death threats, including a Pirates fan who went to the extreme of leaving a footprint on the pillow in his hotel room (years later, Jack's son Joe – later to work with Tim McCarver for many years on FOX's

baseball coverage – called the situation ironic in an interview, suggesting that his father was “trying to help the guy”.).

Returning to the American League; Game 4 of the ALCS pitted Oakland’s Dave Stewart and Boston’s Roger Clemens on the mound once again. But in the 2nd inning, “The Rocket” melted down under the pressure, giving up singles to Carney Lansford and Terry Steinbach; with both advancing an additional base thanks to an error by Mike Greenwell before Mark McGwire drove in Lansford for the game’s first run. Oakland’s next batter up was second baseman Willie Randolph, and when home plate umpire Terry Cooney ruled Clemens had thrown his fourth ball (thus resulting in a walk for Randolph), Clemens went on a profanity-laced tirade directed toward Cooney (Clemens tried to claim he was talking to his glove; but Cooney - correctly, as video evidence confirmed given that Clemens could be clearly seen facing Conney - assumed the comments were directed at him; and despite the call being argued by Clemens and Red Sox manager Joe Morgan, Clemens was ejected from the game (several Red Sox teammates then dragged water coolers and other debris onto the field, with one - second baseman Marty Barrett - also being tossed for throwing litter onto the field). Mike Gallego then hit a double off Tom Bolton (who replaced Clemens) that scored both McGwire and Randolph. Neither team was able to get much offense going after that until the top of the 9th, when Boston - seeking to avoid elimination - got a Red Sox outfielder Ellis Burks got a double before scoring a run off a single by Jody Reed; only for Greenwell to ground out off a pitch by Oakland reliever Rick Honeycutt to clinch a 4-0 sweep and the A’s 3rd consecutive American League pennant. Dave Stewart received ALCS MVP honors for Oakland.

That same night; the Pirates hosted the Reds in Game 5 of the NLCS, and it looked at first like Cincinnati would punch their ticket to the World Series that same night when Barry Larkin hit a double in the first before a sacrifice fly by Herm Willingham brought him home. In the bottom of the first, Jay Bell advanced after being hit by a pitch by Tom Browning, with Browning then giving up an RBI triple after a hit by Van Slyke bounced off Paul O’Neill’s glove. Following a Bonilla walk, Barry Bonds hit into a force play that scored Van Slyke for a 2-1 Pirate lead. Bonds in the fourth would be walked before advancing to 3rd following a hit by outfielder R.J. Reynolds before a sacrifice fly by catcher Don Slaughter brought Bonds home to increase the Pittsburgh lead to 3-1. The 8th inning saw Larkin hit a double that bounced over the wall, sending Luis Quinones home to cut Pittsburgh’s lead to 3-2. In the 9th; O’Neill hit a single followed by a grounder by Eric Davis. After a Hal Morris bunt, Pirates manager Jim Leyland decided to intentionally walk Sabo, setting up a bases loaded situation. The gamble paid off as reliever Bob Patterson forced Reds catcher Jeff Reed to hit into a 5-4-3 double play to keep the Pirates alive with a 3-2 win that made the series 3-2 in favor of

the Reds. Back in Cincinnati for Game 6; Leyland made another gamble; giving Ted Power, normally a reliever, the start (resulting in the Reds countering with a left-handed batting lineup to counter the right-handed Power). Cincinnati opened the scoring with Barry Larkin hitting a single, stealing second and moving to third on an error by Slaughter. After Hatcher grounded out and O'Neill walked; Eric Davis forced O'Neill to second, resulting in Larkin scoring the first run. After just over 2 innings, southpaw pitcher Zane Smith took over for Power; and by the 5th inning the Pirates tied the game when Barry Bonds scored on a hit by first baseman Carlos Martinez. That remained the score until the bottom of the 7th, when a single by Quinones scored Reds second baseman and Cincinnati native Ron Oester for a 2-1 Reds lead. The series ended with a desperate rally by the Pirates being snuffed out when right fielder Glenn Braggs made an over-the-fence catch to deny Carmelo Martinez a game-winning 2-run homer; sending the Reds - one year removed from manager and 1970s star Pete Rose's banishment from the game for gambling - to the World Series for the first time since the Big Red Machine days of 1976; when they won their second consecutive Fall Classic; while Rob Dibble and Randy Myers shared NLCS MVP honors for Cincinnati.

7. THE WORLD SERIES

Thus the stage was set for the first World Series of the 1990s; and naturally there were plenty of storylines for CBS to look at; whether it was the A's making their 3rd straight World Series appearance and looking to become the first team to win back-to-back Fall Classics since the 1977-78 New York Yankees (much like the 49ers that January had become the first team to win consecutive Super Bowls in a decade), Oakland's "Bash Brothers" of Mark McGwire and Jose Canseco and how they would fare against Cincinnati's "Nasty Boys" bullpen and even the managers - Oakland's Tony LaRussa and Cincinnati's Lou Piniella; both of whom grew up in the Tampa area and played American Legion baseball against each other as teenagers. For the World Series, CBS reinforced their coverage by having Lesley Visser report from Oakland's dugout (resulting in her becoming the first woman to cover a World Series for television) while Jim Kaat (who worked the B-games alongside Lesley's then-husband Dick Stockton). Interestingly, CBS Radio brought back Vin Scully (who last worked for CBS in 1982 before leaving in part due to being passed over for CBS' lead NFL broadcaster in favor of incumbent #1 NFL voice Pat Summerall and had been the lead voice for NBC's baseball coverage from 1983-89) to call the games for those listening over the radio alongside legendary Cincinnati Reds catcher Johnny Bench.

October 16, 1990 would be the date of Game 1 (the only time between 1984 and 2014 that a World Series started on a Tuesday). Oakland began by starting Dave Stewart (who came in with a 6-game postseason win streak) on the mound. But the Reds made their presence known in a hurry when Eric Davis hit a 2-run homer that also scored outfielder Billy Hatcher and nearly jolted the makeshift studio in left-center field where Pat O'Brien was hosting CBS coverage. The bottom of the 3rd saw Hatcher - following a walk by Barry Larkin - begin the first of a 7 consecutive hit streak with a double that scored Larkin. Hatcher would then move to third thanks to an error on a throw to home plate by Mike Gallego before an O'Neill grounder brought Hatcher home to increase the lead to 4-0 Reds. Hatcher would add another score - this time off reliever Todd Burns - when, after a Hatcher double and a walk by O'Neill - Eric Davis hit a single to bring him home. A grounder by Hal Morris was followed by Sabo's single that scored both O'Neill and Davis. Tony LaRussa would ultimately not bother waiting until the end of the inning before making his third pitching change of the night, this time yanking Burns in favor of Gene Nelson. However, by this time Cincinnati led 7-0;

and Cincinnati pitcher Jose Rijo didn't give up a single run; with two of the Nasty Boys - NLCS MVP's Rob Dibble and Randy Myers - preserving the 7-0 shutout victory that was memorialized in the following day's Cincinnati Post as "Davis Stuns Goliath".

With growing tension in the Middle East following the August 2 invasion of Kuwait by the forces of Iraqi strongman Saddam Hussein (which ultimately led to the Persian Gulf War of early 1991); the first pitch was thrown out for Game 2 the following night by First Lady Barbara Bush. Additionally - much like Joe Dumars in Game 3 of the 1990 Finals - one of the Cincinnati pitchers; Tom Browning, would have family matters competing with the game for his full attention, albeit for much happier reasons than Dumars losing his father. Browning's wife, Debbie, was pregnant and was expecting to give birth at any time. Oakland left fielder Rickey Henderson scored the game's first run the hard way; first by singling off Cincinnati's Danny Jackson, then stealing 2nd, advancing to 3rd off a sacrifice bunt by Carney Lansford before Jose Canseco's ground out brought Henderson home for a 1-0 A's lead. The Reds responded with consecutive doubles off A's starter Bob Welch (the eventual AL Cy Young winner and the last pitcher to win at least 25 games - finishing 1990 with 27 wins); first by Larkin and Hatcher (the latter scoring Larkin) - Hatcher would be brought home by an Eric Davis groundout to push Cincinnati ahead 2-1. The 3rd inning saw one of the Bash Brothers, Jose Canseco, knock the ball out of right center field to tie the game at 2-2. Fellow Bash Brother Mark McGwire followed up with a base hit, with Dave Henderson and Willie Randolph adding hits before Lou Piniella pulled Jackson in favor of Scott Scudder. At first, it appeared to be a mistake when veteran Oakland catcher Ron Hassey's sacrifice fly scored McGwire to give Oakland a 3-2 lead, followed by Gallego singling to score Henderson for a 4-2 Oakland lead. However, the 4th inning saw 13-year veteran Ron Oester - in his final appearance on plate - give the hometown Reds crowd something to remember him by when he hit a single to score Joe Oliver and cut Oakland's lead to 4-3. The score remained the same until the 8th, when Hatcher hit a triple that Canseco (hobbled all post-season by back spasms), then following an O'Neill walk, pinch-hitter Glenn Braggs hit a force play to send Hatcher home for the tying run.

While this was going on, Debbie Browning went into labor during the 5th inning and ended up having to drive herself to a local hospital, with Tom eventually leaving for the hospital. However, with the game appearing headed for extra innings, Cincinnati made an attempt to try to get Tom Browning to come back if the game went well beyond regulation by putting out an "all points bulletin" that was read by longtime Reds radio play-by-play man Marty Brennaman and eventually picked up by CBS' Tim McCarver. Browning decided to stay with his wife in the hospital, and ultimately his services would not be needed

on this night; as in the 10th inning Joe Oliver - following singles by Billy Bates and Chris Sabo - hit a single that brought Bates in for the winning run and a 5-4 victory to give Cincinnati a 2-0 series lead.

Traveling west to Oakland, proud papa Tom Browning would start Game 3 for Cincinnati while Oakland went with Mike Moore (who was the winning pitcher for Game 4 of the earthquake-interrupted World Series of the previous season but had struggled with a 13-15 record and 4.65 ERA in 1990). After a scoreless 1st inning, Chris Sabo began things with a solo homer to kick-start things for the Reds. Oakland answered with a Dave Henderson double followed by designated hitter Harold Baines' homer to give the A's a 2-1 lead. Then, the Oakland faithful witnessed a 3rd inning collapse by the hometown A's as Oakland gave up 7 runs. First, Billy Hatcher - whose consecutive hit streak had been snapped in the first inning when he was the victim of a double play - hit a single, then moved to 3rd thanks to an error by McGwire on an O'Neill hit. Eric Davis' single brought Hatcher home. O'Neill was next to make it home, thanks to a ground out by Hal Morris. Chris Sabo then hit his second home run of the night while bringing Eric Davis home, making the score 5-2 in favor of Cincinnati before Tony LaRussa - following a single by first baseman Todd Benzinger - pulled Moore in favor of Scott Sanderson. However, the pitching change failed to stop the bleeding, as Benzinger advanced to second following a wild pitch by Sanderson. Joe Oliver's double then brought Benzinger home, followed by Oliver coming home off a Mariano Duncan single, then after Duncan stole second; Larkin's triple finished the scoring for the Reds in the inning by bringing Duncan home. By the end of the 3rd, the Reds were up 8-2. Oakland's Rickey Henderson homered to start the bottom of the 3rd, but the A's could draw no closer, as Browning and relievers Dibble and Myers didn't give up a score the rest of the way as Cincinnati came one win away from a championship.

October 20 would see the A's, perhaps out of desperation, bring in former A's outfielder Joe Rudi, who played for Oakland when they had their World Series championship three-peat of 1972-74, throw the first pitch, while a combination of nagging injuries to his back and poor play in the outfield led to A's manager Tony LaRussa benching Jose Canseco in favor of Willie McGee, with Canseco appearing only as a pinch hitter[lxxxviii]. The first inning appeared to be disaster in the making for Cincinnati; as in the top of the first Billy Hatcher - attempting to steal second - was hit on the hand (X-rays revealed a severe bruise which would have left him day-to-day). In the bottom of the first, during a Willie McGee double Eric Davis attempted to catch the ball only to land on his elbow, which jammed into his side - injuring both his ribs and more seriously lacerating a kidney (Davis would be hospitalized for a week, and controversial Reds owner Marge Schott would end up forcing him to charter a medically equipped flight back to Cincinnati out of pocket,

creating a public relations embarrassment). After the injury, a Lansford single brought McGee home for a 1-0 Oakland lead. That score would hold up until the 8th, when a single by Larkin was followed by a bunt by Herm Winningham - who made it to first base - and Paul O'Neill loading the bases thanks to an error by Stewart. Glenn Braggs' groundout would bring Larkin in the tying run before Hal Morris' sacrifice fly brought Winningham in for what turned out to be the series-clinching run and a 2-1 Cincinnati lead. The Reds' pitching staff had performed well during the long scoreless stretch (at one point, Rijo retired 20 consecutive batters) before Randy Myers got the final two outs to clinch the Reds' sweep and one of baseball's biggest upsets, resulting in Rijo securing World Series MVP honors (making him the second Dominican Republic native to earn such honors)[lxxxix]. Incidentally, neither team has advanced to a World Series since this one as of 2023.

Arguably the only ones unhappy with the sweep were, curiously, Reds owner Marge Schott (Schott, in addition to the issue of not covering Eric Davis' medical expenses as mentioned above - which proved severe enough that it effectively derailed his career - had been quoted as complaining about the sweep due to feeling that she was robbed of revenue due to the Series not making it to at least Game 5. Schott also refused to pay for a post-game celebration for the team after their championship, which the players ended up having to celebrate, again out of pocket) and CBS, as due to both the World Series and the ALCS ending in sweeps, CBS was estimated to have lost $5 million for each playoff game not played (3 for the ALCS, 1 for the NLCS) and $15.4 million for the three World Series games not needed.

As it turned out, CBS lost $12-$15 million on each of the League Championship and World Series games not played for a loss of $36-$45 million (CBS would report losses of $55 million on baseball after taxes). Additionally; the ratings for the Fall Classic on CBS - while finishing with a 26.2 rating - were lower than every World Series played from 1982-88, finishing ahead of only 1989's earthquake-interrupted World Series on ABC. Given than none of the teams representing the three biggest media markets (New York City, Los Angeles, Chicago) made the postseason, this also contributed to lower ratings in the playoffs (the League Championship Series ratings were down 9.4% in prime time and 3.4% for weekend daytime games compared to NBC's 1989 coverage).

8. OTHER OCTOBER SPORTS

Meanwhile, there were other sporting events besides the World Series for CBS in October. On October 6; the #9 Miami Hurricanes hosted the #2 Florida State Seminoles, and in what was increasingly becoming one of college football's most intense rivalries, CBS' lead crew of Jim Nantz, Tim Brant and John Dockery called what proved to be a 31-22 win for the Hurricanes. A week later, CBS carried the meeting between Penn State and Syracuse at Penn State. In what would be the final meeting between the Nittany Lions and Orangemen until 2008; Penn State picked up their 3rd straight win 27-21.

October 20 (the same day as what proved the final game of the World Series) would mark CBS' first doubleheader earlier that Saturday; with Dick Stockton (filling in for Brad Nessler), Dan Jiggetts and Mike Joy traveling to Boston as the Nittany Lions (still unranked; which was atypical for a Joe Paterno-coached team this deep in the season) visited the Boston College Eagles (Penn State would pick up their 4th straight win by a 40-21 margin) while Jim Nantz, Tim Brant and John Dockery visited South Bend as the #6 Fighting Irish of Notre Dame hosted the #2 Miami Hurricanes in a reunion of perhaps the most heated rivalry of the

latter part of the 1980s (with notable meetings including Miami's 58-7 trouncing of Notre Dame that led to charges of running up the score; the 1988 "Catholics vs. Convicts" game[xc] and 1989's meeting that saw Miami snap the defending national champion Fighting Irish's 23-game winning streak en route to the second national title in 3 years for "The U").

As Miami had done to Notre Dame in 1989; so Notre Dame did to Miami in 1990, defeating the Hurricanes 29-20 for Miami's second loss of the season, effectively ending any hopes of a repeat national championship[xci] (this game would also be the last meeting between Notre Dame and Miami until the 2010 Sun Bowl).

The following week saw CBS cover the #10 Colorado Buffaloes (6-1-1 coming in) host the #22 Oklahoma Sooners (in the middle of an NCAA probation issued for recruiting violations under former Sooners head coach Barry Switzer {who resigned after the 1988 season} that lasted 3 years - including a 2-year bowl ban, though the live TV ban expired after 1989 - incidentally, the first year under Switzer's successor Gary Gibbs - thus allowing this game to be televised}; Oklahoma was 5-2 coming in but had lost their last two games after a 5-0 start). The Buffaloes - eventual national co-champions - ended up circling the Sooners 32-23.

There were a pair of October CBS NFL games with interesting storylines: The October 14 game between the San Francisco 49ers and Atlanta Falcons in Atlanta (with Verne Lundquist and Dan Fouts on the call) would see new Falcons head coach Jerry Glanville (who had been the team's defensive coordinator from 1979-82; arriving back in Atlanta after being fired by the Houston Oilers after they lost the AFC wild-card game to Pittsburgh) revert to the "Gritz Blitz" aggressive blitz schemes from his first stint with the Falcons. However, in doing so this left Falcons cornerback Charles Dimry with the unenviable task of covering the 49ers' Jerry Rice man-to-man all game. The Falcons also proceeded to guarantee a victory. The 49ers needed no further motivation, as the two-time defending Super Bowl champions defeated the Falcons 45-35; with Joe Montana setting a team-record 476 yards and 6 touchdowns; 5 of them to Jerry Rice (which tied an NFL record for most receiving touchdowns in a single game) - as for Dimry; the long afternoon led to his being saddled with the unfortunate nickname of "Toast" due to how often he was burned during the game.

The other game of interest in October took place on October 28 which had Tim Ryan and Irv Cross travel to Irving, Texas as the 2-4 Philadelphia Eagles visited the 3-4 Dallas Cowboys. Normally, a game with teams having those records wouldn't be particularly noteworthy save for two reasons. One was that

the Cowboys and Eagles games - already pretty intense as one would expect for division rivals - had its intensity increase dramatically since a 1987 meeting shortly after that year's strike where Eagles head coach Buddy Ryan (who accused the Cowboys and then-head coach Tom Landry of running up the score in a 41-22 Dallas win where the Cowboys had many of their players cross the picket line) do likewise by having Eagles quarterback Randall Cunningham - with Philadelphia up 30-20 — fake a kneel down and throw to the end zone, drawing a pass interference call that set up the Eagles at the 1, leading to the touchdown to make the final score 37-20 and peak with what became known as the "Bounty Bowl" games in 1989 (the first - a 27-0 shutout on Thanksgiving — involving an accusation by new Cowboys head coach Jimmy Johnson that Ryan had placed bounties on several Cowboys; particularly rookie quarterback Troy Aikman and kicker Luis Zendejas - who had been cut by the Eagles a few weeks earlier in favor of, curiously, Cowboy castoff Roger Ruzek; with Johnson and Ryan famously trading barbs in postgame press conferences. The second meeting at Veterans Stadium two weeks later saw Eagle fans throwing snowballs and other items onto the turf, with some of the targets including Johnson, Cowboys punter Mike Saxon and back judge Al Jury while others hit Eagle defensive tackle Jerome Brown or landed in the broadcast booth where Verne Lundquist and Terry Bradshaw were calling the game and a story involving former Philadelphia District Attorney and future Philadelphia Mayor - and later Pennsylvania Governor - Ed Rendell losing a bet with a fan that the other fan's snowball wouldn't make it to the turf).

The other story took place during the week when, while eating dinner, Buddy Ryan ended up choking on a pork chop. Ted Plumb, a former assistant who was working for the Phoenix Cardinals that season as the receivers coach after being passed over for offensive coordinator in favor of Rich Kotite, was also there by all available reports and performed the Heimlich maneuver, saving Buddy's life. However, word of the incident traveled fast; resulting in Tex Schramm, the former Cowboys president who was thrown out alongside Tom Landry and Gil Brandt after Jerry Jones took over as owner, dubbing the game as the "Porkchop Bowl"; with Cowboy fans proceeding to throw pork chops and other food items onto the Texas Stadium turf. In the end, the Eagles won a close one 21-20 over the rapidly improving Cowboys.

9. NOVEMBER AND DECEMBER (AND POSTSCRIPT)

As 1990 drew to a close, the vast majority of the major remaining events of interest on the CBS Sports calendar were football-related; both college and professional. For November's college schedule, November 3 saw Jim Nantz, Tim Brant and John Dockery travel to Charlottesville, VA's Scott Stadium as the #16

Georgia Tech Yellow Jackets (6-0-1 coming in) visited the 7-0 Virginia Cavaliers team which had done something no football team for the school had ever accomplished: a #1 ranking in the AP poll. The game had a bizarre set of circumstances surrounding it, as Scott Stadium's AstroTurf surface was set on fire the night before by vandals, leaving a burned-out patch at midfield that field personnel quickly covered with spare carpet from the baseball field. In a tightly contested game between the ACC rivals; the Yellow Jackets toppled the previously unbeaten Cavaliers 41-38 off a last-second field goal by Georgia Tech kicker Scott Sisson (the Cavs would lose three of their last four games and actually finish the regular-season unranked; ultimately finishing 23rd in the AP poll after losing the Sugar Bowl to Tennessee on New Year's Day 1991. Georgia Tech, meanwhile, would finish 11-0-1 and win the Citrus Bowl over Nebraska; only to have to share the national championship with Colorado {Colorado winning the AP championship; Georgia Tech won the UPI-conducted Coaches Poll). A week later, Nantz, Brant and Dockery traveled to Knoxville as the #9 Tennessee Volunteers (5-1-2 coming in) hosted the Fighting Irish (who regained the #1 ranking; the Irish were on a 4-game winning streak) in a game that saw Notre Dame win their fifth straight game 34-29. November 17 saw CBS hold a doubleheader, with Brad Nessler, Dan Jiggetts and Mike Joy heading to Fort Worth as the 5-4 TCU Horned Frogs hosted the #7 Texas Longhorns (7-1 coming in) in the early game while Jim Nantz, Tim Brant and John Dockery called their second consecutive game involving the Tennessee Volunteers (5-2-2 and now ranked #14) hosting the #15 Ole Miss Rebels (8-1 coming in), this time in Memphis at Liberty Bowl Memorial Stadium. In the early game, pitting a Longhorns team that won 6 straight games coming in against a Horned Frogs team that lost their last three, the Longhorns pierced the Horned Frogs 38-10; while the late game saw the Vols snap Ole Miss' 7-game winning streak by defeating the Rebels 22-13. Thanksgiving weekend would see the #10 Nebraska Cornhuskers visit the Oklahoma Sooners on Black Friday (with Nantz, Brant and Dockery) followed the next day by the Pittsburgh Pirates visiting the #11 Penn State Nittany Lions, with Nessler, Jiggetts and Joy on the call. The 7-3 Sooners - playing their season finale due to the ongoing NCAA sanctions barring them from the postseason - blew out the 9-1 Cornhuskers 45-10; while the next day the 8-2 Nittany Lions won their 9th straight game by defeating the Panthers (3-6-1 coming in and having lost 4 straight) by a score of 22-17.

On the NFL side, CBS' most noteworthy games for November all took place on Thanksgiving weekend. First, on November 22 (Thanksgiving Day itself) Pat and John made their second consecutive trip to Irving to call the Dallas Cowboys game, this time against the Washington Redskins. The 4-7 Cowboys would win their 2nd straight game by defeating the 6-4 Redskins 27-17[xcii]; part of a 4-game winning streak that briefly gave Dallas hopes of playoff contention. That Sunday, the games most of the United States got to see ended with the two teams who

entered the weekend undefeated - the 10-0 San Francisco 49ers and New York Giants - get tripped up by division rivals (the Giants falling to the 6-4 Philadelphia Eagles 31-13 while the Giants also saw tight end Mark Bavaro ejected for arguing with an official; while the 49ers' first loss came courtesy of the 3-7 Los Angeles Rams 28-17 at Candlestick {incidentally, this would be the last time the Rams defeated the 49ers until the 1999 season; by which time the Rams had moved to St. Louis and unleashed "The Greatest Show on Turf"}).

Additionally, by the beginning of November 1990; new NFL Today pregame host Greg Gumbel briefly found himself in the midst of a political controversy in Arizona related to the Martin Luther King Jr. Day. When the day marking the birth of the civil-rights leader was first observed in 1986; most states adopted it on the state level. Initially, Arizona was not one of them, as the state legislature voted it down and term-limited Democratic Governor Bruce Babbitt issued an executive order creating the holiday on a state level, only for his successor, Republican car dealer and former State Sen. Evan Mecham, to rescind the order upon taking office, ostensibly on the grounds that Babbitt overstepped his authority – though Mecham had also been vocal in his opposition to the holiday. This led to strong criticism from singer Stevie Wonder and Dr. King's widow, Coretta Scott King, with the two teaming to organize an economic boycott of the state. In 1989; Arizona's legislature approved the holiday – which was signed into law by Democratic Gov. Rose Mofford, who ascended to the office after Mecham's 1988 impeachment and removal from office on obstruction of justice and financial misconduct charges (Mecham would ultimately be acquitted in criminal court) – only for a petition drive to prevent the law from taking effect until voters approved it at the ballot box. By March 1990; the NFL elected to award Super Bowl XXVII to Sun Devil Stadium in Tempe, AZ near Phoenix – though Normal Braman, chairman of the owner's committee and the owner of the Philadelphia Eagles at the time, was quick to point out that if the MLK Day initiative failed, the NFL would pull the game from the Phoenix-area and move it elsewhere. Complicating matters further was that, while the Arizona voters supported creating a statewide MLK Day, there were two competing and somewhat confusing initiatives on the ballot. Proposition 301 would have had Columbus Day replaced with MLK Day, while Prop 302 would create a new paid holiday on January 15 (Dr. King's birthday) and as both required “yes/no” votes, some voters were uncertain if they were allowed to vote “yes” on both. Then, on November 4's edition of “The NFL Today” Gumbel broke the story on the NFL threatening to move Super Bowl XXVII if the initiative failed, apparently causing some voters to feel the league was trying to strong-arm the state. Result: Both initiatives were defeated – Prop 301 by a landslide 24.6%-75.4% margin; Prop 302 by a much closer 49.2%-50.8% margin. The NFL would end up making good on their threat to reopen bidding for Super Bowl XXVII at their next owners meeting on March 19, 1991; with the owners voting

overwhelmingly to strip the game from Tempe, awarding it to Pasadena's Rose Bowl (which would be the 5th and final Super Bowl at that stadium) while awarding as a compromise Super Bowl XXX on a “preliminary” and “conditional” basis pending another vote. A much clearer MLK Day initiative made the ballot in time for 1992 and this time won approval, resulting in the NFL officially awarding game XXX to Tempe at the March 1993 meeting.

December opened with a rivalry double-header on December 1 that began with the #5 Texas Longhorns (9-1 and 7-0 in the crumbling Southwest Conference - a conference consisting of all Texas-based schools save for Arkansas but a conference whose schools had been notorious for recruiting violations, including the Houston Cougars; TCU Horned Frogs and most notably SMU Mustangs {infamously given the NCAA's death penalty in 1987}) hosting the Texas A&M Aggies (8-2-1 and with a 4-game winning streak coming in). That rivalry game - called by Brad Nessler, Dan Jiggetts and Mike Joy - culminated in a 28-27 Longhorns victory that - coupled with Texas defeating the Houston Cougars 45-24 on November 10 - wrapped up the Southwest Conference title and Cotton Bowl berth for the Longhorns with a perfect 8-0 conference record (even if the Cougars won that game and the title; they were still serving a bowl game ban due to NCAA sanctions); while the late game (with Jim Nantz, Tim Brant and John Dockery) featured the Iron Bowl rivalry between Alabama (6-4 coming in) and the #20 Auburn Tigers (7-3-1 coming in), which the Crimson Tide won 16-7. The following week saw CBS' last regular-season college game in the traditional Army-Navy game held at Veterans Stadium in Philadelphia. With high patriotic fervor as the Gulf War loomed, the 5-5 Navy Midshipmen lost to the 5-5 Army Cadets 30-20.

Turning back to the NFL; personnel shakeups of an unplanned variety would surface again on the week of December 9. That day's main late game on CBS pitted the 10-2 Chicago Bears (needing a win to clinch the NFC Central for the 6th time in 7 seasons) against the 7-5 Washington Redskins (in a tight battle for a wild-card slot). The Redskins won a low-scoring 10-9 battle; but that was largely overshadowed by developments after the game when CBS' Pat Summerall - calling that game alongside John Madden - took ill during the flight home and was subsequently hospitalized with a bleeding ulcer (the first of what proved to be a series of health problems triggered by Summerall's heavy alcohol use at the time; culminating in 2004 when Summerall - who by then had become a devout Christian and gone sober - needed a liver transplant to replace the one damaged by his heavy drinking); ultimately not returning to the booth until January 13, 1991 in time to call the NFC Divisional Playoff game between the Bears and the New York Giants.

In the interim, CBS found themselves forced to do some more shuffling in

some of their broadcast crews. For the weekend of December 15-16; Dick Stockton ended up pulling double-duty, calling a Saturday game pitting the 8-5 Redskins against the 1-13 New England Patriots alongside regular partner Merlin Olsen (a game - won by Washington 25-10 - best remembered for the Patriots falling behind 9-0 before the Redskins' offense took the field thanks to a fumble recovery touchdown by Washington linebacker Kurt Gouveia and a snap going out of the end zone for a safety) before traveling to Philadelphia to call the following day's game between the 7-6 Eagles and the 6-7 Green Bay Packers with John Madden (the Eagles shut out Green Bay 31-0). Verne Lundquist, who had worked the start of the season with Madden (as had been the case since 1986) while Pat Summerall worked CBS' U.S. Open coverage, would return to the booth alongside Madden for the next 3 weeks (the final regular-season games {Week 16 between the San Francisco 49ers and New Orleans Saints; Week 17 between the Detroit Lions and Seattle Seahawks} and the NFC wild-card game between the Saints and Bears) while CBS lead baseball voice Jack Buck took Verne's place alongside Dan Fouts to finish the regular-season (Buck's last NFL television assignments; as he had not worked an NFL game on TV since 1987. Buck - who had been the lead play-by-play voice for CBS NFL television coverage for part of 1974 only for CBS Sports management, feeling that he and Pat Summerall's voices were too similar, to decide to demote Buck and move Summerall from color to play-by-play; leading to his departing for NBC in 1975 - had largely chosen to focus on radio coverage {usually alongside Hank Stram} when he returned to CBS in 1978, not working an NFL game on TV until 1982 and worked TV full-time only in 1985 and 1986 {coinciding with CBS temporarily losing NFL national radio rights to NBC Radio during that span and the 1985 death of Frank Glieber from a massive heart attack at the age of only 51}); including the December 29 Saturday game pitting the 9-6 Philadelphia Eagles against the 5-10 Phoenix Cardinals.

Meanwhile; the last two Saturdays of 1990 (December 22 and 29) saw CBS begin their college basketball coverage (which for the 1990-91 season would see CBS begin carrying games from the Big Ten – poached away from ABC – and ACC in addition to the Big East[xciii]). On December 22, Jim Nantz (in his debut as lead broadcaster for that sport) and Billy Packer traveled to the Lloyd Noble Center to call the 8-2 and #11 Oklahoma Sooners (coming off a 7-game winning streak) against the #9 Duke Blue Devils (7-2 coming in); with the eventual 1991 champion Blue Devils winning 90-85. The following week saw the 7-2 and #18 Kentucky Wildcats snap the 5-1 Louisville Cardinals' 5-game winning streak 93-85.

Finally, CBS' two college bowl games were played on New Year's Eve and New Year's Day. First; the Sun Bowl (the oldest continuously existent bowl and network relationship; as the game had been aired on CBS since 1966) - known at the time for sponsorship purposes as the John Hancock Bowl (for John Hancock

Life Insurance) - was held in El Paso on New Year's Eve between the #22 Big Ten co-champion (split with Iowa, Michigan and Illinois) Michigan State Spartans (7-3-1 coming in and having won 5 straight) and the #21 USC Trojans (2nd in the Pac-10 and 8-3-1 coming in); with Brad Nessler, Dan Jiggetts and Mike Joy on the call. USC's Todd Marinovich (nicknamed "Robo QB" due to his father, Marv {a lineman on USC's national championship team in 1962} trying to make him the perfect quarterback as a child by using exercise techniques that were similar to those used in modern core training and not allowing him to watch cartoons or eat Big Macs, among other things) found receiver Gary Wellman for a 7-0 Trojan lead late in the 1st quarter. After a sloppy second quarter (with multiple penalties, two fumbles, an ejection and a missed field goal) Marinovich - who missed some practices due to an ear infection - fumbled the ball on 4th and 1 near the goal-line and Michigan State defensive back Alan Haller recovered in the end zone for a touchback, with the Spartans driving for the tying touchdown just before halftime on an 18-yard run by running back Hyland Hickson. Early in the 3rd quarter, USC kicker Quin Rodriguez kicked a 20-yard field goal to give the Trojans a 10-7 lead, only for Michigan State to answer with a 21-yard scoring strike from Dan Enos to Courtney Hawkins and a 14-10 lead. Later in the 3rd quarter a Marinovich interception by defensive back Freddie Wilson set up a 52-yard field goal by kicker John Langeloh to increase the Spartan lead to 17-10. In the 4th quarter, Rodriguez added 54 and 43-yard field goals (the latter with just over 3 minutes to play) to draw within 17-16. But the Trojans could draw no closer as Michigan State ran out the clock.

The big story out of this game, though, saw the feud between Marinovich and USC head coach Larry Smith break wide open in front of a national audience. Todd Marinovich - apparently unknown to his parents - was drinking during after-game parties in high school and using marijuana; eventually using other drugs including cocaine and meth - and by this time he and Smith (who set a 70% completion rate goal) were increasingly feuding (Marinovich, who began the season as a Heisman Trophy contender, started playing increasingly erratically; with Smith suspending Marinovich for USC's 13-6 win over Arizona State on October 27 due to missing several classes and poor performance during the previous week's 35-26 loss to Arizona) and when Smith replaced Marinovich with 9 minutes remaining in favor of Shane Foley, Marinovich began yelling at Smith. (Marinovich - who the following month was arrested for cocaine possession - eventually left USC for the NFL, being drafted by the Los Angeles Raiders before washing out after 2 years and having a number of drug-related run-ins with the law as recently as 2016).

Finally for this video; the Mobil Cotton Bowl Classic was held in Dallas on New Year's Day 1991 as the #3 Texas Longhorns (10-1 and Southwest Conference

champions) took on the #4 Miami Hurricanes (9-2 and playing their last game as an independent before moving to the previously basketball-only Big East Conference); with Jim Nantz, Tim Brant and John Dockery in Dallas while coverage was hosted by Andrea Joyce (wife of then-"CBS This Morning" co-host Harry Smith) and college football studio analyst (and longtime WFAN-AM 660 host - most notably host of "Mike and the Mad Dog" alongside Chris "Mad Dog" Russo) Mike Francesa. In a penalty-marred game (the Hurricanes set Cotton Bowl and school single-game records for penalties {15} and penalty yards {202}; mostly for unsportsmanlike conduct), Miami nevertheless corralled and cooked the Longhorns 46-3 (as Tim Brant - who would leave CBS after his contract expired and eventually returned to ABC {where he worked from 1982-87} as an analyst along with beginning his second stint as sports director at Washington ABC affiliate WJLA-TV 7 - would say in his lame-duck game, "So much for the dream season.")

10. AFTERMATH

"So much for the Dream Season" indeed. The turbulent year of 1990 was the beginning of a rough first half of the 1990s for both CBS Sports and CBS as a whole. We'll start with the last sport we covered: College football. The 1990 season was the last before ABC added the College Football Association coverage rights to supplement its Pac-10 and Big Ten rights, effectively making them the exclusive over-the-air broadcast home for most regular-season college football rights, while simultaneously Notre Dame inked a deal with NBC to be the exclusive home of Fighting Irish home games; leaving CBS with only the John Hancock (previously known as the Sun Bowl prior to 1989; after 1993 the Sun Bowl name returned as the official name, which it retains, albeit – as virtually all bowl games currently do – with a title sponsor, which since 2019 has been Tony the Tiger, the mascot for Kellogg's Frosted Flakes) and Cotton Bowls (until 1992; CBS would – after 3 years on NBC – briefly regain what was known by then as the Southwestern Bell Cotton Bowl Classic for branding purposes in 1996, airing the game until its rights moved to FOX starting in 2000 {since 2015, it has aired on ESPN}) plus the newly-acquired Blockbuster Bowl (this bowl, currently known as the Pop-Tarts Bowl, would be carried by CBS until 1995 before moving to TBS. Since 2001, this bowl game has aired on ESPN).

Baseball, the sport that CBS had banked so much on in 1990 only to end up with personnel headaches and red ink, would continue through 1991 though not without drastic changes such as slashing the number of regular-season games and dumping pregame shows during the League Championship Series (electing to run sitcoms such as the Burt Reynolds series “Evening Shade”). 1991 would also see the first of two instances where baseball coverage collided with news

coverage, as CBS' American League Championship Series meant CBS News was unable to air live coverage of Supreme Court nominee Clarence Thomas' testimony defending himself against charges of sexual harassment by one-time staffer Anita Hill.

Despite this, the biggest highlight of CBS' tenure was the 1991 World Series pitting the Atlanta Braves and Minnesota Twins - often called one of the greatest Fall Classics in MLB history; going the full 7 games (with Twins left fielder Kirby Puckett's game-winning homer at the end of Game 6 setting up Jack Buck's famous "And we'll see you tomorrow night!" call) - with the 1991 World Series resulting in the highest ratings for a World Series in 5 years, a feat made all the more impressive given that for Game 7 the eventual World Series champion Twins' home market in Minneapolis-St. Paul would see local CBS affiliate WCCO-TV 4 (later an O&O; the Metrodome where Game 7 was played would host Super Bowl XXVI - also set to air on CBS - three months later and would also host yet another event carried by CBS in the 1992 NCAA Men's college basketball championship game) missed the start of the pregame show due to a CBS game between the Minnesota Vikings and Phoenix Cardinals at Sun Devil Stadium (the team's second meeting in three weeks; as due to the NFL scheduling formula in place at the time; a team finishing last in their division - as both the Vikings and Cardinals did in 1990 - would play all the teams in their division, a game in the division with 4 teams {at that time, the NFC West or AFC Central}; two games against the other 5th place finisher in the other 5-team division and a single game against the two 5-team divisions in the opposite conference) ran long (Minnesota sports fans would rejoice, as in addition to the Twins winning Game 7 the Vikings shut out the Cardinals 28-0); while in Washington, CBS affiliate WUSA-TV 9 ended up carrying the ESPN Sunday Night Football game pitting the struggling defending Super Bowl champion New York Giants against the unbeaten Washington Redskins; with Game 7 ending up on Washington independent WDCA-TV 20 while WUSA viewers got to see the eventual Super Bowl XXVI champion Redskins win 17-13 (when ESPN became the first cable outlet to carrying NFL games in 1987; the scheduling rules were amended to require over-the-air stations in the markets of the participating teams to air a simulcast to allow people without cable to see those games - even though cable, satellite and increasingly streaming have increasingly become the norm, the simulcast on local stations rule is still in use - as an example; the 2023 season's AFC wild-card game between the Kansas City Chiefs and Miami Dolphins would air exclusively on NBC's streaming service Peacock, though the Kansas City and Miami areas could tune in to local NBC affiliates KSHB-TV 41 in Kansas City and NBC O&O WTVJ-TV 6 in Miami, respectively).

Shortly after that World Series, however, Jack Buck was booted from the

booth in favor of Sean McDonough, a former announcer for the Boston Red Sox and son of former NFL Today contributor Will; who at 30 was the youngest full-time network broadcaster to call a World Series (a record surpassed in 1996 by Jack's son Joe for FOX); with that marking the elder Buck's last major TV assignment as he settled for working exclusively on radio - both with the St. Louis Cardinals and CBS Radio - until giving up the latter role after Super Bowl XXX due to declining health (which also caused Buck to reduce his workload to calling home games only for the Cardinals). 1992 would see another conflict between baseball and news on Sunday, October 11; when CBS would carry Game 4 of the American League Championship Series between the Oakland A's and eventual World Series champion Toronto Blue Jays. In a series that had seen Jim Kaat, working the ALCS with Dick Stockton, was stricken with laryngitis during Game 2 severe enough that Johnny Bench, who was working the game on CBS Radio, had to take over (resulting in talk that if Kaat's laryngitis didn't improve CBS would bring in Don Drysdale as a substitute on TV); the plan for Game 4 was to cover baseball starting at 4:00 Eastern and hope the game finished in time for CBS News to cover the first of that year's Presidential debates between incumbent Republican President George H.W. Bush, Arkansas Democratic Governor and eventual winner Bill Clinton and independent businessman Ross Perot.

However, that game ended up running long and by the time the Blue Jays won 7-6 in 11 innings, the debate had just finished. By the time 1993 arrived (a year which saw Stockton ousted as #2 play-by-play man in favor of Greg Gumbel; with Andrea Joyce - wife of CBS This Morning co-host Harry Smith - replacing Gumbel in the studio), there was a brief revolt where - following CBS losing their bid to retain baseball (a bid offering only $120 million over 2 years); with the announcement of a revenue sharing deal with ABC and NBC that would see the TV broadcasts produced by Major League Baseball under the umbrella of "The Baseball Network" - Buffalo CBS affiliate WIVB-TV 4 skipped two weeks of MLB coverage in favor of infomercials (notably to avoid the potential for news conflicts as had been the case over the two previous post-seasons; Game 6 of the 1993 National League Championship Series between the Atlanta Braves and Philadelphia Phillies didn't have the first pitch until 8:50 p.m. to allow 60 Minutes to air in its entirety). By the time CBS ended their baseball coverage, they ended up losing roughly half a billion dollars. CBS was not the only participant in the 1990 baseball deal to lose money; as ESPN's losses on their cable coverage saw the Worldwide Leader's renewal deal go for $42.5 million annually instead of the $100 million per year they paid in 1989).

Meanwhile; CBS would air their first Winter Olympics in 1992 at Albertville, France (in fact; the NFL agreed to let CBS and NBC - which was originally scheduled to carry Super Bowl XXVI - to switch years to allow CBS to use the

Super Bowl as a lead-in to their Olympic coverage. Those Olympics - the last to be held the same year as the Summer Olympics and the first following the 1990 reunification of Germany and the Soviet Union's collapse the previous Christmas) - has as its highlights American speed skater Bonnie Blair winning the 500 and 1000 meter events, Russian cross country skier Yelena Valve - skiing as part of the Unified Team representing the former members of the Soviet Union - picking up 5 medals including a gold in the 4x5 km relay, tying with fellow Unified Team skier Lyubov Yegorova for most overall medals (Yegorova won 5 golds); Finnish ski jumper Toni Nieminen becoming the youngest Winter Games gold medalist at just 16; South Korea speed skater Kim Ki-Hoon winning South Korea's first gold - or any other - medal in the newly-introduced short track speed skating event and American figure skater Kristi Yamaguchi winning gold in the ladies' singles event[xciv]. In total, the German team finished with both the most medals overall with 26 and most gold medals with 10).

With the Winter Olympics in Lillehammer being held in 1994 (starting a pattern where the Winter Olympics are held two years after the Summer Games); CBS would see Russia pick up the most gold medals with 11 while the host country of Norway tallied the most overall medals with 26; only for that year's Olympics to be overshadowed by the attack on American skater Nancy Kerrigan - who was clubbed in the knee by Shane Stant, who orchestrated the plot alongside Shawn Eckardt and Jeff Gillooly, the latter the ex-husband of fellow American skater Tonya Harding. Harding eventually confessed to her involvement in the cover-up, resulting in the men pleading guilty to their involvement. Harding managed to avoid being booted out but finished a disappointing 8th; while Kerrigan ending up with the silver medal behind Ukrainian skater Oksana Baiul. CBS would cover one additional Winter Olympics in the Nagano games of 1998 (as in 1992; Germany won the most medals overall with 29 and 12 golds, with notable performances including Russian cross-country skier Larisa Lazutina winning 5 medals – including 3 golds; Norway's cross-country skier Bjorn Daehlie winning 4 medals – all but 1 of them gold – to finish with a career total of 12 medals, including a Winter Olympic-record 8 golds; Kazuyoshi Funaki winning 2 golds and a silver in the ski jump for host country Japan and American figure skater Tara Lipinski becoming – at just 15 years of age – the youngest skating champion in Olympic history; winning the gold over fellow American Michelle Kwan and Chinese skater Chen Lu) before both Summer and Winter Olympic coverage wound up migrating exclusively to NBC and its sister networks.

Last but not least is the NFL; which CBS continued to carry until upstart network FOX shocked both the television and sports world by reaching a deal to carry NFC coverage starting in 1994 for 4 years and $1.58 billion just before Christmas 1993 (for comparison, CBS lost nearly $100 million on their 1990-93

contract with the NFL); far more than what CBS chairman Laurence Tisch was willing to offer. The deal - in addition to leaving CBS without football for the first time since 1955 - also saw radical changes take place with CBS losing many of their more prominent sportscasters to FOX (such as lead NFL duo of Pat Summerall and John Madden, NFL Today co-host Terry Bradshaw and broadcasters such as James Brown, Matt Millen and Dick Stockton). The result triggered just over 2 years of upheaval as FOX sought to upgrade their stations, resulting in FOX flipping a number of stations in over 60 markets (most of them the home of NFL teams and many of them former CBS affiliates). Ultimately, the Tisch era came to an end at CBS when Westinghouse Broadcasting (known colloquially as Group W) - angered at their Baltimore station, WJZ-TV 13, losing its ABC affiliation as part of a separate deal between ABC and Scripps-Howard largely designed to protect longtime Cleveland ABC affiliate WEWS-TV 5 and Detroit affiliate - and former O&O - WXYZ-TV 7 as CBS was looking for a new home, particularly in Detroit, decided to affiliate all of their stations with CBS.

The 1994-95 season - the first without the NFL in nearly 4 decades and with few major sports outside of golf, U.S. Open tennis championships {which CBS retained until 2015}, college basketball and NASCAR (which was rapidly growing in popularity) - was a devastating one for CBS, which in addition to a bare sports cupboard was also hampered by the loss of a number of longtime affiliates, an attempt to simultaneously shake off their long-running reputation as skewing older than the other networks and attempting to win over a primarily female audience backfiring, ratings for The Late Show with David Letterman hurt by the switches and an already slumping CBS News division further hampered by the switches and off-air feuding between CBS Evening News co-anchors Dan Rather and Connie Chung (the latter promoted to co-anchor in 1993 only to be ousted in May 1995) resulted in Group W buying CBS for $5.4 billion on August 1, 1995 (in the process, converting all their stations to CBS O&O’s); ending the near-decade of tight-fisted management.

The biggest change under new management was the return of the NFL, as just before Super Bowl XXXII, CBS outbid NBC for the AFC contract the Peacock had carried dating to 1965 (when it was the pre-merger AFL) for an 8-year, $4 billion contract. Additionally; by 1996 regular-season college football returned to CBS, primarily focusing on the Southeastern Conference (a prudent move, as by the time SEC rights lapsed after 2022 that conference had long been the dominant conference in college football; with CBS carrying the Mountain West Conference starting in 2021 and the Big Ten starting in 2023).

As of 2023; CBS Sports’ current major properties include the NFL, college football and basketball (with March Madness coverage shared with TNT, TBS and

TruTV since 2011), the PGA Tour (including the Masters and PGA Championship; the WNBA and several soccer rights (such as the National Women's Soccer League and UEFA Europa leagues) as part of soccer's increasing popularity in the United States.

i CBS Evening News (4/18/85): Reagan's Holocaust blunder; Ted Turner attempts to buy CBS Inc. (April 18, 1985 CBS Evening News) (Source: Nightly Network News Archive YouTube channel)
ii "Turner may have eye on takeover of CBS" by Bill McCloskey (Associated Press) (The Free-Lance Star; March 2, 1985; pg. 36)
iii "CBS puts KMOX-TV on the block" (Broadcasting Magazine; October 28, 1985; pg. 110)
iv "In Brief" (Broadcasting Magazine; December 9, 1985; pg. 120)
v "Dean leaves CBS to co-anchor INN late news" (Broadcasting Magazine; November 12, 1984; pg. 62)
vi "Black Rock Blues" (Broadcasting Magazine; March 16, 1987; pg. 40-41)
vii "Inside CBS" by Tony Schwartz (New York Magazine; November 4, 1985; pg. 39)
viii "CBS sells Records group to Sony" (Broadcasting Magazine; November 23, 1987; pg. 39)
ix "Takeovers in the news again: Turner closes on MGM, Davis falls short at CBS" (Broadcasting Magazine; March 31, 1986; pg. 31-33)
x "Boesky, Mechem, Quello talk takeovers" (Broadcasting Magazine; June 17, 1985; pg. 28)
xi "CBS shake-up continues" (AP/Gadsden Times {Gadsden, AL}; September 12, 1986; pg.A8) (Source: Google News Search Archive)
xii 1988 NFL on CBS Intro - 49ers vs. Giants (September 11, 1988) (Source: Sports Archives YouTube channel)
xiii Sports Special - CBS - 1986 Year in Review - Part 1 imasportsphile.com (Date) (Source: Ima Sportsphile YouTube channel)
xiv The Masters 1987 - Final Round (April 12, 1987) (Source: Back n-the-day YouTube channel)
xv 1988 Season: 1989 Cotton Bowl CBS Intro (January 1, 1989) (recorded from WCSC-TV 5 in Charleston, SC) (Source: cedar12345 YouTube channel)
xvi 1989 NCAA Championship Game Seton Hall vs. Michigan (April 3, 1989) (Source: John Quinn YouTube channel)
xvii Vintage tennis Full Match US Open 1989 FINAL Steffi Graf vs Martina Navratilova(Date) (Source: Retro Sports Network YouTube channel)
xviii 1988: NBA on CBS Opening NBA Finals, Game 7 (June 22, 1988) (Source: CatchTheTaste YouTube channel)
xix 1988 Daytona 500 (RAW SATELLITE FEED) (February 14, 1988) (Source: SMIFF TV YouTube channel)
xx Stanford vs. Arizona State: 1988 College World Series Final | FULL REPLAY (Date) (Source: NCAA Championships YouTube channel)
xxi Cycling Tour de France 1989 - Part 1 (Date) (Source: Steven Even YouTube channel)
xxii "NBA Flips Channel, Decides to Play Ball With NBC in 1990" (Los Angeles Times; November 9, 1989)
xxiii This Day in Sports Media History (November 9, 1989) (SportsMediaWatch.com: November 9, 2009)
xxiv "CBS gets baseball rights for $1 billion" (UPI/Ellensburg Daily Record {Ellensburg, WA}; December 15, 1988; pg. 7) (Source: Google News Search Archive)
xxv CBS Sports '90: The Dream Season promos (Source: eyeontv YouTube channel)
xxvi 1989 NFC Divisional Playoff Game – Rams @ Giants (January 7, 1990) (Source: Sports ! YouTube channel)
xxvii 1990 Cotton Bowl Tennessee vs. Arkansas (January 1, 1990) (Source: Classic Sports Channel YouTube channel)
xxviii 1989 NFC Divisional Playoffs Vikings vs. 49ers (January 6, 1990) (Source: Petaluma Rob channel)
xxix 1989 NFC Championship Game (January 14, 1990) (recorded from KPIX-TV 5 in San Francisco-Oakland-San Jose, CA) (Source: Petaluma Rob YouTube channel)
xxx DVD Transfer 23 (Super Bowl XXIV: Part 1 – National Anthem and 1st Quarter) (January 28, 1990) (recorded from KWCH-TV 12 in Wichita, KS) (Source: VHS tape I personally acquired/Hampton Roads TV Fan Internet Archive channel)
xxxi DVD Transfer 23 (Super Bowl XXIV: Part 2 - 2nd Quarter and Halftime Show) (January 28,

1990) (recorded from KWCH-TV 12 in Wichita, KS) (Source: VHS tape I personally acquired/Hampton Roads TV Fan Internet Archive channel)

xxxii DVD Transfer 23 (Super Bowl XXIV: Part 3 - 3rd Quarter) (January 28, 1990) (recorded from KWCH-TV 12 in Wichita, KS) (Source: VHS tape I personally acquired/Hampton Roads TV Fan Internet Archive channel)

xxxiii DVD Transfer 23 (Super Bowl XXIV: Part 4 - 4th Quarter and Lombardi Trophy) (January 28, 1990) (recorded from KWCH-TV 12 in Wichita, KS) (Source: VHS tape I personally acquired/Hampton Roads TV Fan Internet Archive channel)

xxxiv "Super Bowl XXIV: Low ratings, but few complaints" (Broadcasting Magazine; February 5, 1990; pg. 29)

xxxv (1-13-1990) #10 Duke Blue Devils vs. Maryland Terrapins (January 13, 1990) (recorded from WUSA-TV 9) (Source: Vitamin J YouTube channel)

xxxvi 01/20/1990: Notre Dame Fighting Irish at #13 LSU Tigers (January 20, 1990) (recorded from) (Source: thacozzman2 YouTube channel)

xxxvii Mark Aguirre Gets Stretchered Off Court in Finals Rematch (Lakers Pistons 1990) (January 21, 1990) (Source: Kent Blazemore YouTube channel)

xxxviii Isiah Thomas 20 pts-10 asts-Ejection vs. Lakers (1990) (January 21, 1990) (Source: Kent Blazemore YouTube channel)

xxxix Knicks @ Bulls 1-21-90 (January 21, 1990) (Source: Michael Jordan Sportsvision YouTube channel)

xl "Cypress Point Drops PGA Tour Event Instead of Changing Its Rules" by Jaime Diaz (New York Times) (September 18, 1990)

xli Mike Tyson vs. Buster Douglas (February 11, 1990) (recorded from HBO) (Source: Ringside Videos YouTube channel)

xlii CBS Sports 1990 NBA All Star Game (February 11, 1990) (recorded from WROC-TV 8 in Rochester, NY) (Source: Red Skull512 Internet Archive channel)

xliii 1990 Busch Clash (February 11, 1990) (Source: SMIFF TV YouTube channel)

xliv NASCAR Autoworks 500 November 5, 1989 Phoenix (November 5, 1989) (Source: Ron Swett YouTube channel)

xlv 1990 Gatorade Twin 125's @ Daytona - NASCAR Winston Cup Series (February 15, 1990 {aired on February 17}) (Source: MikeyC1990 YouTube channel)

xlvi 1990 Daytona 500 (Raw Satellite Feed) (February 18, 1990) (Source: SMIFF TV YouTube channel)

xlvii NBA: Boston Celtics – Chicago Bulls (March 4, 1990 – ESPN Classic repeat starting late in 1st quarter) (Source: Aupa Penas Huesca !!! YouTube channel)

xlviii Magic Johnson & James Worthy "Basketball Clinic" vs Atlanta Hawks (1990) (March 11, 1990) (Source: Larry Legend YouTube channel)

xlix 1990 Duke vs Uconn Original Broadcast (March 24, 1990) (Source: 1990s Sports Discussion YouTube channel)

l 1990 NCAA Tournament (Texas vs. Arkansas) (March 24, 1990) (Source: Classic Vintage Sports YouTube channel)

li Georgia Tech vs. Minnesota 03/25/1990 (NCAA Tournament Elite Eight) (March 25, 1990) (Source: Erick May YouTube channel)

lii UNLV 131 vs. Loyola Marymount 101 NCAA Regional Final March 25, 1990 (March 25, 1990) (Source: NCAA Basketball YouTube channel)

liii 1990: Death of Hank Gathers, ESPN News Coverage from SportsCenter (March 5, 1990) (Source: PhillyPartTwo YouTube channel)

liv 1990 NCAA Final Four Semi Final Georgia Tech vs UNLV (March 31, 1990) (Source: John Quinn YouTube channel)

lv 1990 NCAA Final Four Semi Final Duke vs Arkansas (March 31, 1990) (Source: John Quinn YouTube channel)

lvi "The Game Behind the Game" by Terry O'Neil (Epilogue; pg. 270) (Harper & Row; New York, NY)

lvii "The Game Behind the Game" by Terry O'Neil (Chapter 8: Part 2 - Endgame; pg. 255) (Harper &

Row; New York, NY)
lviii"The Game Behind the Game" by Terry O'Neil (Chapter 8: Part 2 - Endgame; pg. 255) (Harper & Row; New York, NY)
lix "Musburger bids brief farewell to CBS, viewing public" (Associated Press) (The Vindicator {Youngstown, OH}; April 3, 1990, pg. 12)
lx "Musburger still content about signing with ABC" by Steve Nidetz (Chicago Tribune) (Reading Eagle; June 30, 1990; pg. 10)
lxi "Musburger Hired by ABC Sports" by Mark Asher (Washington Post; May 2, 1990)
lxiiSeptember 22, 1990 ABC College Football Intro (Michigan vs. UCLA) (September 22, 1990) (recorded from WVEC-TV 13 in Norfolk, VA) (Source: VHS tape my parents recorded/Hampton Roads TV Fan Internet Archive channel)
lxiiiSeason of Dreams: Baseball 1990 (April 7, 1990) (Source: James Abel YouTube channel)
lxivBulls vs. Bucks 1990 game 2 (1/14) (April 27, 1990) (Source: michalus YouTube channel)
lxvBulls vs. Bucks 1990 game 2 (2/14) (April 27, 1990) (Source: michalus YouTube channel)
lxviBulls vs. Bucks 1990 game 2 (3/14) (April 27, 1990) (Source: michalus YouTube channel)
lxviiBulls vs. Bucks 1990 game 2 (4/14) (April 27, 1990) (Source: michalus YouTube channel)
lxviiiBulls vs. Bucks 1990 game 2 (5/14) (April 27, 1990) (Source: michalus YouTube channel)
lxixBulls vs. Bucks 1990 game 2 (6/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxBulls vs. Bucks 1990 game 2 (7/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxiBulls vs. Bucks 1990 game 2 (8/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxiiBulls vs. Bucks 1990 game 2 (9/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxiiiBulls vs. Bucks 1990 game 2 (10/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxivBulls vs. Bucks 1990 game 2 (11/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxvBulls vs. Bucks 1990 game 2 (12/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxviBulls vs. Bucks 1990 game 2 (13/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxviiBulls vs. Bucks 1990 game 2 (14/14) (April 27, 1990) (Source: michalus YouTube channel)
lxxviiiNew York Knicks vs. Boston Celtics Game 5 1990 NBA Playoffs (May 6, 1990) (Source: Red Skull512 Internet Archive channel)
lxxixVHS #42: 1990 NBA playoffs Pistons versus Bulls Game 1 (recorded from WEYI-TV 25 in Saginaw, MI) (Source: fell-inside-a-hole Internet Archive channel)
lxxxVHS #42: 1990 NBA playoffs Pistons versus Bulls Game 3 (recorded from WEYI-TV 25 in Saginaw, MI) (Source: fell-inside-a-hole Internet Archive channel)
lxxxiNBA Playoffs 90 WCF Suns Blazers G4 (May 27, 1990) (Source: Red Skull512 Internet Archive channel)
lxxxiiCBS Sports Says Goodbye to the NBA (1990 NBA Finals Game 5 Postgame) (Source: Retro Basketball Highlights YouTube channel)
lxxxiii"ABC has talent, no college hoops" by Mike McGovern (Reading Eagle; June 30, 1990; pg. 10)
lxxxiv"Musburger, McDonough land new sports spots" (Broadcasting Magazine; May 7, 1990; pg. 33)
lxxxv"Cheers and Jeers" by Bonnie Colodzin (TV Guide {New York City Edition}; December 22-28, 1990; pg. 31) (Source: aspersions Internet Archive account)
lxxxvi1990 ALCS Game 1: Athletics @ Red Sox (October 6, 1990) (Source: MLB Vault YouTube channel)
lxxxvii1990 American League Championship Series Game 3 – Red Sox @ Athletics (October 9, 1990) (Source: This is Where You Find Baseball YouTube channel)
lxxxviiiTim McCarver World Series Game 4 pregame report taken from 1990 Miami Hurricanes @ Notre Dame Fighting Irish Game (October 20, 1990) (recorded from WCPX-TV 6 {now WKMG} in Orlando, FL) (Source: CMB 7686 YouTube channel)
lxxxix1990 World Series Game 4: Reds @ Athletics (October 20, 1990) (Source: MLB Vault YouTube channel)
xc 1988 Miami vs. Notre Dame Catholics vs. Convicts Game (recorded from Miami's then-CBS affiliate WTVJ-TV 4 {now an NBC O&O on channel 6}) (October 15, 1988) (Source: YouTube channel)

xci1990 Miami, FL vs. Notre Dame (recorded from WCPX-TV 6 {now WKMG} in Orlando, FL) (October 20, 1990) (Source: CMB 7686 YouTube channel)
xcii1990 Week 12 NFL on CBS Game – Redskins @ Cowboys (November 22, 1990 Thanksgiving Game) (Source: Ryan Bush YouTube channel)
xciii"ABC has talent, no college hoops" by Mike McGovern (Reading Eagle; June 30, 1990; pg. 10)
xcivDVD Transfer 179 (1992 Winter Olympics – Women's Singles Figure Skating Finals) (February 21, 1992) (recorded from WKRG-TV 5 in Mobile, AL-Pensacola, FL) (Source: VHS tape I personally acquired/My personal Internet Archive channel):